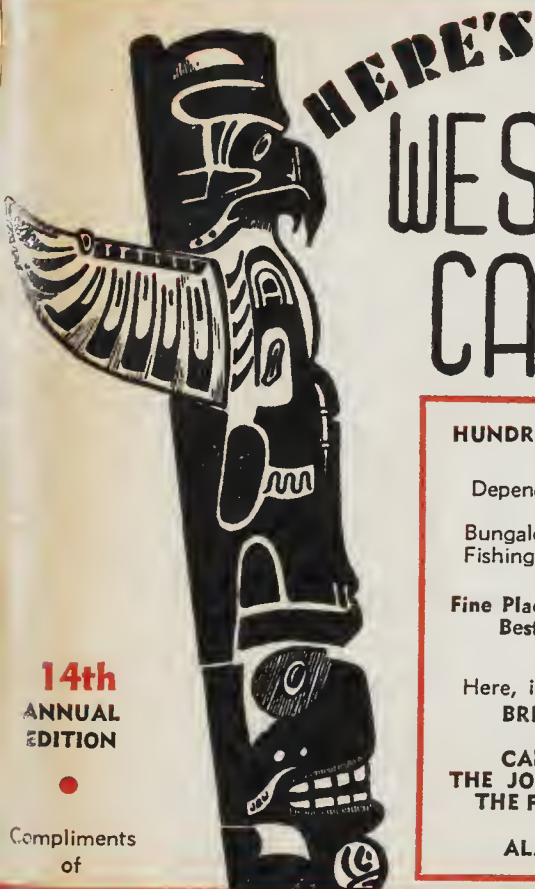


THE *Traveller's* DIGEST



HERE'S

WESTERN CANADA!

HUNDREDS OF USEFUL FACTS

★ ★ ★

Dependable Information on
Resorts

Bungalow Camps — Motels
Fishing and Hunting Lodges

★ ★ ★

Fine Places for Food

Best Shopping Centres

Detailed Strip Maps

Here, in short, is the Key to

BRITISH COLUMBIA

ALBERTA

CANADA'S ROCKIES

THE JOHN HART HIGHWAY

THE FABULOUS CARIBOO

and

ALASKA HIGHWAY

14th
ANNUAL
EDITION

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The English Shop

A. MACDONALD ROBERTSON

138 Eighth Avenue East

CALGARY

CANADA

Direct Importers



LADIES' AND GENTLEMEN'S WEAR



"Always the Finest in Quality"

Our Vancouver Shop - Opposite Hotel Vancouver

Hello Folks!

Herewith our "FOURTEENTH ANNUAL EDITION" . . . our best effort to date, we hope.

As usual, since we last went to press the "Digest Caravan" (Florence, our Cocker Spaniel Rusty, n'me) have checked off another twenty-five thousand miles covering all the old territory and some new, and it's kept us hopping. Probing, questioning, enjoying the scenery, and trying to find the best places for touring happiness.

You'll note that we still have most of our old recommendations . . . as they don't seem to deteriorate in quality . . . and even though they may be a bit old-fashioned in some respects, you'll find that the courtesy you get will be the old-fashioned sort, too . . . which more than compensates for frills.

This publication is dependable. We pick and choose our advertisers and check and re-check each recommendation several times annually. If you have any reason for complaint as to service, prices, courtesy, poor food, etc., we shall appreciate hearing from you, and will try to rectify the matter to your satisfaction.

PLEASE REFER TO INDEX ON PAGE 2 FOR INFORMATION
AS TO VARIOUS AREAS.

If you wish a copy of our next Edition, write to us at address below.

The Traveller's Digest has been recommended by "Better Homes and Gardens", "House Beautiful" "Sunset Magazine" and other highly dependable publications, to their readers on several occasions.

Hope you'll have a grand holiday,

Sincerely,

"THE RAMBLERS"

(Edith M. Sykes and Florence J. Richardson)

P.O. BOX 566 - - - BANFF, ALBERTA, CANADA

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Write, Wire, Telephone or Call at:

**The Traveller's Digest
Tourist Bureau**

BANFF, ALBERTA

PHONE 26

On Banff Avenue — At East Entrance to Town
Next Door to "Esso" Cascade Service Station

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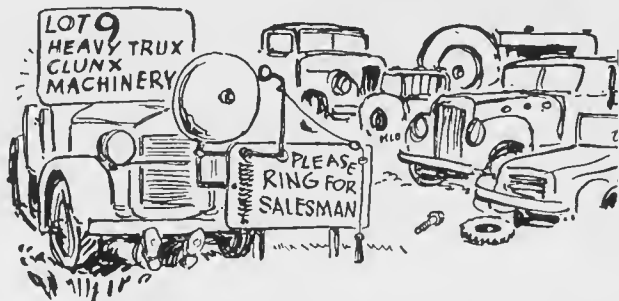
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NORTH AMERICA'S GREATEST ATTRACTION !



Next to the Grand Canyon and Niagara Falls Stan Reynolds Auto Sales Ltd. was voted the most interesting tourist attraction in the country (in a poll conducted by Stan Reynolds himself among his staff).

- See Western Canada's largest and newest automotive garage and showroom.
- See the largest selection of new and used cars, trucks, trailers, airplanes and machinery in the West.
- See the display of ANTIQUE AUTOMOBILES, hunting trophies and ancient firearms.
- See and eat at the Stan Reynolds restaurant (if it's finished by the time you get there).
- FILL UP with Texaco gas at Stan's service station. 7 pumps - no waiting - free tourist information.

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► at WETASKIWIN, ALBERTA
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"WESTERN CANADA'S LEADING DEALER"

"Follow the Birds to Victoria"

Population, 101,618 - - Capital City of British Columbia

ON VANCOUVER ISLAND, B.C.

STEAMSHIP AND FERRY SERVICES TO VICTORIA, B.C.

Steamship and Car Ferry Services are operated by the Canadian Pacific Steamship Service from Seattle, Wash., or Vancouver, B.C. directly to Victoria. They also operate a Fast Ferry service between Vancouver and Nanaimo, B.C., with six trips daily. You can drive from Nanaimo to Victoria via the lovely Malahat Drive (70 miles). Or, if you are going North on Vancouver Island, take Ferry to Nanaimo and then drive North on Island Highway. From June 1st to September 12th, 1954, they will also run a trip from Vancouver via the beautiful Gulf Islands to Sydney, B.C., from which point it is a drive of less than half an hour to Victoria.

It is necessary to secure reservations for Cars and for Staterooms on ships (if you require this accommodation on night trips). We suggest you contact the Canadian Pacific Steamship Service at either Vancouver, B.C. or Seattle, Wash. for reservations, and let them arrange your return transportation also.

The Black Ball Ferry Lines also operate services to Victoria from Seattle, Port Angeles, Anacortes, Wash., and also from Horseshoe Bay, West Vancouver. The latter service schedules several trips daily, and the Wharf Terminal may be reached by driving from Vancouver over Lions Gate Bridge to West Vancouver and thence to Horseshoe Bay (about 20 minute drive). Suggest you contact their offices at either Seattle or Vancouver for information and reservations.

A Bus-Ferry Service is also in operation for those who prefer this type of transportation. There are several trips daily, leaving from Vancouver, and arriving in Victoria approximately four and one-half hours later. Contact Black Ball Ferry Lines for information on this trip.

Come to Victoria in May and See The Victoria Spring Garden Festival

Arranged to take place each year when the gardens are at their Springtime best, the Victoria Spring Garden Festival is a highlight of the horticulturist's calendar. With every spring flower Shakespeare ever mentioned (and a great many he didn't), bursting into fragrant blossom, the gardens around Victoria, B.C., in early May would stir a Beverley Nichols to admiration, and perhaps a little envy. Narcissi, primulas, gentians, rhododendrons, phlox, saxifrages, and a host of other blossoms display their beauty.

Because of the contours and geologic formation of Vancouver Island many gardeners specialize in rock gardens overlooking the blue sea waters, and they have collected plants from such romantic spots as Northern Alaska, the Yukon, the Himalayas and the Pyrenees. Together with native plants from the Canadian Rockies, the Okanagan, and many other parts of Canada, these thrive happily in Victoria's gardens.

Through the courtesy of the owners, 30 or 40 private gardens are opened during Spring Garden Festival Week. Carefully planned tours are arranged for each morning and afternoon. For annual dates and detailed list of gardens, write to: The Secretary, Victoria Spring Garden Festival, 3163 Carroll St., Victoria, B.C. Phone: Garden 6308.

FINE CHINA



Our stock, which is one of the choicest and largest on the American Continent, includes such famous makes of English China as Royal Crown Derby, Minton, Royal Worcester, Aynsley, and Royal Doulton, as well as antique and modern Dresden and Sevres.

**Our reputation for Quality and Value
is second to none.**

We cordially invite you to visit one
of Canada's outstanding China Shops:



TOBY'S

1015 FORT STREET

VICTORIA, B.C.

Victoria and *Vancouver Island*

If you've never been to Victoria and Vancouver Island, it's worth a thought when vacation planning time comes around. In winters to come you won't need to sit around and talk about Mrs. McGillicuddy's gallstones. Vancouver Island's uniqueness and infinite variety will keep your tongue wagging for years.

You'll soon find it on the map, it's the hunk stuck off the west coast of the continent, too far north to be Catalina, and too far south to be the Aleutians. It's easy to reach, just head in its general direction, and sooner or later you'll run across a ferry waiting to take you over the pond. There are several Ferries daily, operated by Black Ball Ferry Lines, from Seattle, Port Angeles and Anacortes. The Canadian Pacific Steamships also operate Services from Vancouver and Seattle direct to Victoria, or if you prefer to slap the Island bang in the middle, there is a service from Vancouver to Nanaimo, the only snag being that you'll probably spend the rest of your holiday, arguing with your mother-in-law as to whether you should go north or south!

'Way back in 1843, the Hudson's Bay Co. built a Fort at the southern tip of Vancouver Island, washed on three sides by the waters of the Straits of Georgia and Juan de Fuca. The fort has gone, and a city has grown in its place, and to it Englishmen have brought not only the parks, gardens and shady streets that one associates with England, but their customs, their courtesy, and their leisurely way of life, blending the amenities of today with the traditions of a thousand years.

The average North American entering Victoria will take a look around, and probably be thinking, in no time at all, "A real bit of Old England". That's quite natural—after all, he's probably been brought up on the old recipe of cricket, crumpets, and C. Aubrey Smith, and while these ingredients by no means make up the Old England that is Victoria, there are certainly bits of it here and there standing around in obvious contrast to the natives! To the Englishman at large on this continent, bewildered by such alien things as hamburgers and chewing gum relief maps under even his church pew, Victoria is a haven. Here he will find the comfort of the companionable things he knows, and with them a way of life that is passing in England. Victoria certainly reflects the English atmosphere in its shops, and in its parks and gardens, and in true tradition, the tinkling of tea cups at 4 p.m. daily would put Bow Bells themselves to shame. The garden complex has taken a picturesque step in the hanging of flower baskets from the lamp posts of many of the main streets. This may be risky in a high wind, but after all there are less lyrical ways of shuffling off this mortal coil other than by a biff on the bean from a pot of petunias.

Victoria has lots to delight the eye, the fine inner harbour and terraced lawns leading back to the imposing facade of the Parliament Buildings, Thunderbird Park, with its totems, and the lakes, streams, and bridges of Beacon Hill Park. You can walk along the cliffs with the gleaming peaks of the Olympics across the Straits, or sun-bathe and swim from the beach below, only two of the many activities that will make a holiday superb. You'll find that Victoria holds most of the things for which the Old Country is known and respected, from the finest quality goods in the stores, the courtesy, friendliness, and pleasant way of life of its citizens.

RECOMMENDATIONS IN VICTORIA, B.C.

"COME IN AND BROWSE"

BLUE WINDOW

Victoria's Fascinating Gift Shop

1607 A DOUGLAS ST.
VICTORIA, B.C.

E-5815
Grace Harris

A "Flavorsome" Treat . . .

. . . Tasty to Eat!

Victoria hasn't got the elaborate "Sea Food" establishments that you find in the U.S. Pacific Coast centres, but we do have that traditionally British dish known as "FISH and CHIPS", and they are served to perfection at the Old British Fish and Chips, in Victoria.

Fish fried in batter to a crispy golden brown, with a generous helping of French Fries . . . there's nothing tastier! If you want to pick up some to take out to your Court for a snack, drop in and they'll have a take-out order for you in a few minutes.

Try them when you're in Victoria, at:

Old British Fish & Chips

"Restaurateur of The Year—1953"

1316 Broad Street

Victoria, B.C.

B. C. Craft House . . .

. . . is a "must" during your visit to Victoria. A fascinating shop—filled with distinctively Canadian gifts hand-made by British Columbia craftsmen.

Handbeaten Copperware . . . leathercraft . . . Indian Crafts . . . handmade Pottery . . . jewelry . . . woodcraft . . . painting, etc.

Smart Handbags and Accessories hand created by Hudson in leather, tartans and tweeds.

Won't you drop in and add your name to our cosmopolitan Visitor's Book?

B. C. Craft House

— HUDSON BLAKE —

884 Fort Street

Victoria, B.C.

WEDGWOOD – The Scientist

1730 - 1769

Quite apart from Wedgwood's achievements as a potter, his public life merits attention, for he rose from humble beginnings and by his own enterprise became one of the most interesting figures of his age, the friend of artists, scientists and politicians, the leader in his industry and the founder of a tradition which has survived for two centuries.

His influence was powerful, and his personality so dominant, that all other English potters worked on the principles he had laid down, and thus a fresh impulse and a new direction was given to the potters of England and of the civilized world. He is the only potter of whom it may truly be said that the whole subsequent course of pottery manufacture has been influenced by his individuality, skill and taste.

This influence may be attributed largely to the painstaking thoroughness of his research, his constant desire for improvement and his insistence upon perfection.

WEDGWOOD – The Artist

Josiah Wedgwood was born with innate taste and an appreciation of line and form which was always to stand him in good stead. But it was largely through the employment of the talents of others that his artistic fame was assured. He knew his limitations, and had the sound judgment to gather about him the very best artists of his day who were commissioned to translate his ideas into concrete form.

At the start of his career it was more than probable that he had a great deal to do with the designs, for before the industrialization of the potteries, it was the usual practice for the "Master" to be, not only his own designer, but his own modeler, clay-maker, thrower, "stouker" and fireman. Thus many of the earlier shapes may be ascribed to Josiah himself, shapes such as the famous coffee set and tea set numbered 129 and 146 respectively in the first shape book. For purity of design and simplicity of form, these have never been surpassed and even today they satisfy the criteria of functional modern design. The early shape books are replete with drawings of equally distinguished pieces, as good by modern standards as they were in his day.



The Wedgwood Shop, Victoria, B.C., was originally established nearly 25 years ago by Montague Bridgman, a Canadian who had been assistant to the Art Director at Wedgwood's Etruria Works and Manager of a pottery in Scotland. While the principal ware carried is Wedgwood, other lines include Royal Doulton dinnerware, Royal Doulton Figurines, Character Jugs and Animals, Dresden Figures, Moorcroft and Carlton Pottery, etc.

The WEDGWOOD SHOP

We have the largest selection of WEDGWOOD in Canada, and the greatest variety and quantity in our history, of open-stock dinnerware patterns (almost 100 different patterns) in Fine English Bone China and Fine Earthenware by such famous makers as:

WEDGWOOD - MINTON - ROYAL DOULTON - COALPORT
TUSCAN - ADDERLEY - ADAMS - WOOD - POOLE

- Individual cups and saucers by the above, and also by Royal Chelsea, Paragon, Foley, Crown Staffordshire, Royal Albert, etc.
- A wonderful selection of ROYAL DOULTON FIGURINES, Character Jugs, and Animals.
- WEDGWOOD JASPER WARE:
- Dresden Figures, Floral Groups, Birds.
- Moorcroft and Carlton Pottery, Whitefriars Crystal.

We shall be pleased to mail you free a selection of coloured illustrations of our available Wedgwood patterns. Please state colour preference, etc.

*Write for the fully illustrated Royal Doulton Figurine Book (25c),
or the Character Jug Booklet (15c).*

Montague Bridgman Ltd.

(THE WEDGWOOD SHOP)

811 GOVERNMENT ST.

VICTORIA, B.C.

The Story of **Spode**

JOSIAH SPODE, the First, was born in 1733 A.D., and coming from Staffordshire stock of long lineage he had potting in his blood. As a pupil of Thomas Whieldon, he learned the Potter's Craft side by side with Wedgwood. Some of Spode's work was done during the reign of George II, but most of it during that of George III. He was a contemporary of Dr. Johnson, Goldsmith, Fox, Sheridan and others and also a Freeman of the City of London.

In 1776 A.D., Josiah Spode took over the present pottery plant at Stoke. He was a Quaker and a man of great ability and charm. Fourteen years after commencing work on his own behalf, he introduced his hand-printed underglaze blue ware. Technically perfect, it was soon being sold to the markets of the world. Less than six years later he produced, with the co-operation of his brilliant son, the first scientific formulae for the production of Bone China.

In 1797 A.D., Spode the First died, and his son made his father's great friend and London manager, William Copeland, his partner.

In February, 1941, the descendants of William Copeland welcomed King George VI and Queen Elizabeth to the same Spode works. In the showroom they admired the finished pieces of this 170-year-old firm, the Royal couple signed the Visitors' Book which contains signatures of George V and Queen Mary. Then Mr. Ronald Copeland conducted them on a tour of the factory where they watched the various processes of making fine china, chatting with the workmen, some of them with a record of over 40 years with the firm.

THE SPODE SHOP

VICTORIA, B.C.



Spode

THE FINE ENGLISH DINNERWARE

The Largest Selection on the Coast

ROBERTSON'S LTD.

1007 Government Street Phone: Empire 3921

Victoria, B.C.

RECOMMENDATIONS IN VICTORIA, B.C.

REDWOOD PARK MOTEL: This lovely Motel is situated on ten acres of wooded park land overlooking Gorge Inlet, at 141 Gorge Road East (on Island Highway No. 1) about 1½ miles from City Centre. Units vary in size, to accommodate any number of persons, and they are exceptionally well appointed throughout. In our opinion, it is one of Victoria's outstanding Courts. Telephone B9171, or write or wire for reservations.

CRYSTAL COURT: Situated two blocks from C.P.R. Docks and Black Ball Ferry, and opposite Crystal Gardens. Fifty-seven luxuriously appointed suites, 30 with kitchens. Steam heat . . . bath and shower . . . refrigerators . . . radios . . . telephones. Telephone G-0551.

SAN SEBASTIAN COURT: On the Gorge Road, about five minutes' drive from City Centre (Highway No. 1). This Court has a lovely setting, on the famous Salt Water Gorge, in three acres of flowers and shrubs, among stately trees. Artistic furnishings, automatic heating, electric ranges and refrigerators. Telephone Garden 0262.

WINDSOR MOTOR COURT LTD.: On Gorge Road (Highway No. 1) 1½ miles from City Centre — 13 blocks from Hudson's Bay store. Fifty-two units . . . A complete modern motor court, set in the midst of one of Victoria's beautiful old-time private estates. Modern, smart and close in. Two and three-room suits to accommodate up to six persons . . . 36 with kitchens equipped with refrigerators. Also hotel rooms with bath. Telephone Garden 4156.

RECOMMENDATIONS FOR FOOD IN VICTORIA

The Hotel Douglas Restaurant, in Douglas Hotel, is an excellent "Downtown" spot for good food and one which we heartily recommend. You'll enjoy it!

CHEZZ ERNEST RESTAURANT: They advertise "Food Worth Waiting For", and we agree with them. A small, delightful place, about five miles from Victoria at Royal Oak, on way to Airport and Butchart's Gardens. Specialize in Steaks and Chicken Dinners . . . Swiss Apple Pie. Open daily from 5:00 to 10:00 p.m. EXCEPT MONDAY. Phone Colquitz 420-R for reservation.

CHEZ MARCEL: Another delightful spot, featuring French Cuisine. Baked onion soup, frog legs, roast duck, filet mignon are a few of the treats that await you. It is six miles from Victoria on the Island Highway No. 1. Telephone Belmont 91 for reservations.

The "HITCHING POST" at Malahat Chalet . . .

. . . this is the newest addition to the Chalet property, and is a most attractive coffee shop and snack bar . . . and souvenir shop.

You'll find an excellent selection of China Cups and Saucers . . . Genuine Hand-Carved Indian Totem Poles (made by local Indians) . . . Norwegian type sweaters, by Le Rouet of Quebec . . . and all at most interesting prices. You'll save money, we think, shopping here.

Be SURE to see the unexcelled view from the Lookout at the back of the shop, while you're waiting for your snack to be served.

We Invite You to Visit
CANADA'S LEADING JEWELLERS
At Our Victoria Store

Direct Importers of
SPODE ★ ROYAL DOULTON ★ BELLEEK
★ ROYAL CROWN DERBY ★
WEDGWOOD ★ ROYAL WORCESTER
MINTON ★ PARAGON ★ AYSLEY

English Made Sheffield Reproductions
Sterling Holloware and Flatware
Manufactured in Our Own Craftshops

WATCHES **BIRKS** DIAMONDS

Yates Street at Douglas

Victoria, B.C.

Kenwood All-wool
Blankets



Irish Embroidered
Linens

"Established 42 Years"

Irish Linen Stores Ltd.

Direct Importers of
REAL IRISH LINENS

Beautiful Selection of Irish Linen Double Damask Tablecloths
and Napkins of all Sizes and Good Designs
Ladies' and Men's Linen Handkerchiefs
Irish Linen Towels and Pillow Slips.

Inspection Cordially Invited

1019 Government St.

Victoria, B.C.

Don't Fail to Visit . . .

THE MALAHAT CHALET

and Newly Opened "HITCHING POST"



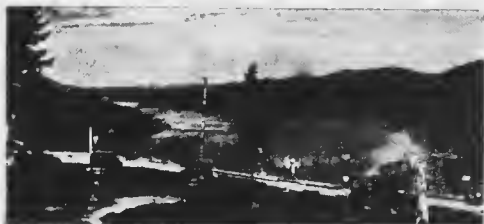
"LOOK FOR CHIEF MALAHAT & TOTEM POLES"

Your visit to Victoria and Vancouver Island won't be complete until you've been out to Malahat Chalet—17 miles North of Victoria on the Scenic Malahat Drive, with incomparable views of sea and mountains.

Delicious Meals, featuring Fried Chicken or Steak Dinners, replete with Salad, and home-made pie that melts in your mouth.

AND . . . don't overlook a visit to "The Hitching Post" just a few yards North of the Chalet. Here they serve Sandwiches, Hamburgers, Hot Dogs, Pie, Ice Cream and Coffee "in a hurry". See the splendid selection of English Bone China . . . Brassware . . . Genuine Indian Carved Totem Poles and other souvenir items. Prices are extremely reasonable.

"Chicken in a Basket — Best on the Island"



"THE MOST BEAUTIFUL VIEW ON THE ISLAND"

ISLAND JOURNEY

(Your Trip from Victoria North to Campbell River)

You can start your tour of Vancouver Island from Victoria, and head north along the Island Highway. You don't need a course in map reading to get along, this road is the main artery, and you can't go wrong. A few miles out of Victoria, you start to ascend the famous Malahat Drive, winding above Saanich Inlet, and from its summit enjoy an unparelled view of the ocean, the white cone of Mount Baker, and the snow-capped ramparts of the Olympics. Descending again, it's a nice idea to take a short detour by way of Cowichan Bay, renowned for its pleasant atmosphere, fishing, and as the home of the famous Indian Sweaters . . .

The New Highway skirts the town of Duncan, but you'll see plenty of signs directing you to its environs. It's a pleasant place, rich in many things for which Victoria is better known. It was here that Robert Service found boredom in a store, before packing his bag and setting forth to find fame by his rhymes from the Yukon. Before you yourself head further north maybe you'd like to take a side trip to Cowichan Lake and Youbou. If not, continue and Ladysmith brings you to Nanaimo.

Nanaimo is chiefly a commercial city, confining itself largely to digging coal and shipping lumber. However, it has interest for the tourist as an alternative arrival and exit point for the Mainland, and as the largest city you will pass through on your Island journey. It boasts one of the very few original Hudson's Bay Co. Forts, the tower-like Bastion. It is not quite

(Continued on Next Page)



MALASPINA HOTEL

NANAIMO, B.C.

Ray R. Knight
Owner-Manager

"Overlooking the
Blue Pacific"

100 Comfortable
Rooms

Private Bath

HOTEL MALASPINA

NANAIMO, B.C.

COFFEE SHOP WITH BOOTH or COUNTER SERVICE
DINING ROOM

The Dining Room, which has a magnificent Ocean View, serves the
Finest of Foods . . . in a Cozy Atmosphere.

Nanaimo's Outstanding Hotel"

in its original position—seems that occasional town planning improvements have moved it about a bit—but as an unusual historic monument it is well worth a click of your camera.



Malaspina Gallery

A short boat trip will take you to the Malaspina Gallery on Gabriola Island. The Gallery is a cavern, worn by the sea, that is really something different, and 'tis said that when Malaspina trotted back to Spain with his notes and sketches, the Inquisition waxed so skeptical that he hurriedly put out a statement that there wasn't any such place . . . so go and have a look at it!

Instead of following the main highway from Nanaimo, why not go by way of Departure Bay when you again head north. It's plainly marked by road signs, turning off to right after you have driven through the town going North. Look for the sign "Departure Bay".

It's a good place for a swim, a picnic or a hot dog, and is also the home of the Pacific Biological Station where all and sundry are busy counting caviarre, and autographing fish and throw-

ing them back. Incidentally, doing a good job on behalf of the commercial fishermen and sportsmen, so if you're one of the Companions of the Rod and Line, doft your cap to 'em as you pass by! When you get to Parksville, you find you have the choice of following two roads, one continuing up the coast, and the other over the back of the Island to the only point where it is washed by the waters of the west coast—Port Alberni. It is a wonderfully scenic drive, through Cathedral Grove, possibly the finest stand of mighty Douglas Fir in North America, and skirting lovely Cameron Lake and snow-capped Mt. Arrowsmith before dropping you down to Alberni. There's good fishing in this part of the world, and some excellent resorts for your comfort.

The coast road takes you through Qualicum Beach, with its sandy beaches and pleasant setting, and via Courtenay, past the Forbidden Plateau to the one spot to which all true fishermen bow three times at sunset—Campbell River—Home of the Fighting Tyee! This is really a fisherman's paradise, a world's record was set recently when a 70½-lb. Tyee Salmon was hauled in, and you'll really get sport. There is fishing all the year round, for Tyee, Cohoe and Spring Salmon, sea bass, steelhead, and cutthroat trout.

When visiting Nanaimo, Call at . . .

Filmer's Stationery

COMPLETE LINES OF . . .

. . . Souvenirs . . . Post Cards . . . English China . . . Novelties
. . . Books and Cards . . . Toys and Games

51 COMMERCIAL STREET

NANAIMO

Food and Lodging — North of Nanaimo, B.C.

THE ISLAND HALL: Situated at Parksville, with the beach for a doorstep! A very comfortable Inn, operated on either European or American Plan, with good Cuisine . . . airy bedrooms . . . lovely Lounge. Excellent beach here.

BLUEBIRD BUNGALOW COURT: At Port Alberni. Fully Modern Bungalows, well furnished throughout. Housekeeping equipped. Very good.

SNOW WHITE DE LUXE COTTAGES: Units fully furnished for modern housekeeping. Situated on the beach. Phone Qualicum 3237.

VAN-ISLE RESORT: Modern cottage, fully equipped for housekeeping. Six and one-half miles north of Qualicum Beach. Good swimming, fishing, and boating. Hunting in season. Flora M. Toby, R.R. 1, Qualicum Beach.

FORBES LANDING, JOHN HART LAKE, and CAMPBELL LAKES are in this area, and are renowned the world over for trout fishing. Good accommodation available, especially at Forbes Landing.

Proceeding north from Campbell River, Duncan Bay is the site of a large pulp-mill development, and the next harbor, Menzies Bay, is an important logging centre. Here the ebb and flow of the wide reaches of Georgia Strait pour through the constricted channel of Seymour Narrows, a most impressive spectacle! Brown's Bay, north of the Narrows, offers excellent salmon fishing. The road continues to Roberts Bay, then on to Sayward, and Kelsey Bay (a total distance of 49 miles from Campbell River). This is the terminus of the Island Highway. This area is famed for its fishing. Salmon River teems with cutthroat, rainbow and steelhead trout in season, and the river estuary provides excellent tyee and coho fishing from July to October. There is excellent tourist accommodation in this district.

IN COURTENAY, B.C.

SHAW MOTORS

IMPERIAL OIL PRODUCTS

On the Main Highway—Telephone 148 for Towing

PAINTER'S

Year 'Round Resort

Noted for its fishing and hunting, Painter's famous resort has something for everyone. It is situated with locations on both sides of the mouth of the Campbell River where Tyee, Cohoe and Spring salmon abound, also excellent Trout and Steelhead Fishing. A variety of accommodations are available, including the Lodge with exceptional year 'round facilities for regular and commercial guests. According to your tastes there's also Cottages, the Tyee Camp and the Spit Tent Camp. All locations have private wharf and complete fishing facilities. Whether it's fishing, hunting or just relaxing, Painter's has something for everyone. Write for booklet.

Alan M. Maclean, General Manager

Painter's Fishing Resort

Vancouver Island

CAMPBELL RIVER

British Columbia

Distinctive Men's Wear

ALEX McLEAN

Campbell River, V.I.

● Indian Sweaters

● Fine Woollens

● Sports Clothing

"FISHING SPECIALISTS"

For reliable and authentic information as to both fishing tackle and where they're biting in the Campbell River area:

PIONEER HARDWARE

(Carl O. Thulin)
Campbell River, V.I.

"Glad to be of Service to You!"

VANCOUVER, B. C.

"THE GATEWAY TO THE PACIFIC"

Named after Captain George Vancouver, the navigator who discovered the harbor in 1792, Vancouver is Canada's third largest city, with a population of over 400,000 — Greater Vancouver, 550,000. The city was incorporated April 6, 1886, and has an area of 44 square miles, with 100 park areas totalling 2,211 acres. It boasts one of the world's finest and largest harbors, has 98 miles of water frontage, and is a regular port of call for almost 50 deep sea steamship lines. Don't overlook a tour of the harbor on your visit. Harbor Tours are operated on regular schedules from Main Entrance to Stanley Park, at a cost of 50c for adults, 25c for children. Tour takes one hour.

Vancouver offers innumerable attractions for the tourist and traveller, situated as it is at the gateway to the Pacific Ocean. It is a city of well-kept homes with beautiful gardens, and with scenic spots to lure your fancy for days on end.

Stanley Park, comprising 1,000 acres of natural beauty, is only a few minutes' drive from the centre of the city, or can be reached by street-car in short time. Beautiful gardens, natural unspoiled forest where dozens of trails invite exploration, sandy bathing beaches—all these things are at Stanley Park. The Marine Drive, commencing at the Park and continuing along by English Bay, then across Burrard Bridge and to Kitsilano Beach, then on to Jericho Beach, to the University of British Columbia and through Point Grey is delightful.

Crossing the Lion's Gate Bridge from the Park Causeway, we come to North and West Vancouver, where the road winds around the rugged shoreline to Horseshoe Bay and Whytecliff.



STAIRWAYS TO THE STARS

Chair Lifts are operated on the North and West shores. The Grouse Mountain Chair Lift—largest double chair lift in Canada—takes you on a 40-minute scenic ride which rises 2,300 vertical feet in a mile. You can Dine and Dance at The Chalet atop the mountain. Lift operates daily from 10 a.m. to midnight, June 15th to September 15th, and is reached by car by driving over Lion's Gate Bridge, turning right, then left at Capilano Road . . . then follow signs. Twenty minutes from the city. If bus transportation is desired, phone MARine 2421.

HOLLYBURN CHAIR LIFT in West Vancouver takes you up Mount Hollyburn for a magnificent view of the City and the Straits, with Vancouver Island to the West and snow-capped Mount Baker in the distance. You can picnic atop the mountainside or eat at the Lodge . . . and bathe in a mountain lake! Operates daily during summer months. Cross Lion's Gate Bridge, turn left to Park Royal, and follow Marine Drive to 25th Street, then follow the signs to the lift.

VANCOUVER, B.C.

RECOMMENDED MOTELS AND COURTS IN VANCOUVER

OLD ORCHARD BUNGALOW COURT: Seven De-Luxe Bungalows, equipped with Refrigerators, Radios, Electric Ranges, Fireplaces, and the best of furnishings throughout. Situated at 4125 Kingsway. Phone DEXter 3126.

VANCOUVER COLONIAL MOTEL. Largest Motel in Canada. Beautifully appointed throughout. Radios . . . central oil heating . . . no cooking facilities. Dining room and snack bar. 2000 Kingsway. Phone FAir. 9143.

2400 COURT: Forty-two suites . . . double or twin beds . . . shower or tub bathrooms . . . kitchen facilities if desired. Excellent in every way. 2400 Kingsway. Phone DEXter 3052.

303 MOTEL: In West Vancouver. Cross Lion's Gate Bridge, turn right two blocks. Modern bungalows, well equipped . . . double and twin beds . . . cooking facilities. Quiet location . . . seven minutes from City Centre. No traffic worries. If staying several days, get weekly pass for bridge tolls . . . cuts rate to minimum. 303 Marine Drive, West Vancouver Phone West 2171.

Vancouver's Best Dining Spots

THE GOLDEN DRAGON: 3991 Kingsway. Excellent Chinese and American foods, served in a most pleasant atmosphere.

THE WHITE SPOT: Specializing in excellent Chicken and Steak Dinners. Relaxing surroundings, superb food. Location: Granville at 67th Avenue. Dining Room and Car Service.

THE DOLPHINS: Oak-beamed grace in woodland setting at the tip of Point Grey, on Marine Drive, near the University. A pleasant drive and pleasant food. Phone ALma 1962.

GREENLAND: Seafoods, salads and other vegetarian dishes are served at the diet-conscious restaurant. Do all their own baking, with whole-wheat flour exclusively. 839 Howe Street. Phone: TATlow 5447.

KING NEPTUNE: Well-prepared seafood in appropriate wharfside setting. At New Westminster, right behind the B.C.E.R. depot. Phone New Westminster 4463.

HENRI'S: At 713 West Georgia Street. Features Chicken, Steaks, or Smorgasbord, at popular prices.

SYLVIA COURT HOTEL: "Dine in the Sky" on their Roof Dining Room. Finest of foods served in charming surroundings, overlooking English Bay.

BRITISH EMPIRE GAMES

At Vancouver, B.C. — July 30 to August 7, 1954

The Outstanding Athletic Event of the Year! Over 700 Top-Ranking Athletes . . . Representing 25 Countries of the British Commonwealth

This wonderful event will be opened by:

VISCOUNT ALEXANDER OF TUNIS

and

H.R.H. THE DUKE OF EDINBURGH

will be in attendance at the Games from Aug. 3 to 7

**TICKETS AND RESERVATIONS FOR ACCOMMODATION
IN VANCOUVER MAY BE OBTAINED BY WRITING TO:**

**BRITISH EMPIRE GAMES COMMITTEE
VANCOUVER, B.C.**

GOLDEN DRAGON

Dine = and = Dance

Dancing Friday and Saturday
10:00 P.M. - 2:00 A.M.

3991 KINGSWAY
South Burnaby, B.C.

(Half-way between
Vancouver and
New Westminster)



The Finest
Chinese and American
Food
on the Continent

Dine with us and be convinced.

Take-Out Orders
Promptly & Efficiently
Prepared

Lunch Served Daily
11:00 A.M. - 2:30 P.M.

For Reservations:
Phone
DExter 5100



**GOLDEN
DRAGON**

LOOK FOR OUR SIGN ON KINGSWAY

Mount Seymour Park

The opportunity to see beautiful Mount Seymour Park should not be missed by the visitor to Vancouver. One of the most popular and widely used Provincial Parks, Mount Seymour is most famed for its fine ski slopes. However, it is rapidly becoming equally well known as a summer playground. Centring around the 4,700-foot Mount Seymour, the park is only 15 miles from the centre of Vancouver.

Several groups of picnic-sites have been set within the narrow curve of the winding mountain road. They offer truly breath-taking panoramic views of the City of Vancouver, the mountains, inlets and rivers of the country below, the Fraser Valley, Mt. Baker, and distant Vancouver Island. Summer visitors enjoy sub-alpine flora and environment not generally readily accessible in Coastal B.C. Hiker's trails lead to such picturesque tarns as Mystery Lake and Flower Lake, where hardy individuals find opportunity to swim.

Meals may be obtained at the park Lodge, but there is no overnight accommodation. The Park Administration Building is at the foot of the mountain, where any desired information may be obtained from the Ranger.

How to Get There: Drive East on Hastings Street, 3 miles to Cassiar Street. Turn left at sign pointing to Second Narrows Bridge. Cross Bridge, turn right at Lynwood Hotel and follow Keith Road approximately three miles to Indian River Road and entrance to the Park. Turn left at Entrance and follow Mount Seymour Park Board approximately seven miles to the Prking Lot, at an elevation of 3,300 feet.

West and North Vancouver

Some of the finest scenery in the Vancouver area is on the West and North shores, and is reached by crossing the Lions Gate Bridge, via Stanley Park, or by Ferry from Vancouver. The Lions Gate Bridge itself is a magnificent structure, being the longest suspension bridge in the British Empire. Length of span, 1500 feet. Clearance, 200 feet. Height of pillars, 370 feet.

The Marine Drive, which passes beauty spots such as Fisherman's Cove, Eagle Harbour, Garrow Bay, Horseshoe Bay and terminates at Whytecliff, is outstanding in beauty. Excellent Salmon Fishing can be had in any of these Bays. The Capilano Suspension Bridge is in North Vancouver and is 450 feet long and 250 feet high, spanning the picturesque Capilano Canyon.

Be sure to visit British Properties, which is an outstanding Residential area, and see some of Canada's most beautiful homes. Also visit the Golf Club here—it is most attractive.

The new PARK ROYAL shopping centre is the most beautiful and modernistic in Canada. Delightful shops handle every conceivable type of merchandise—beautifully displayed. Prices over here are no higher than in Vancouver . . . and there's no parking problem!

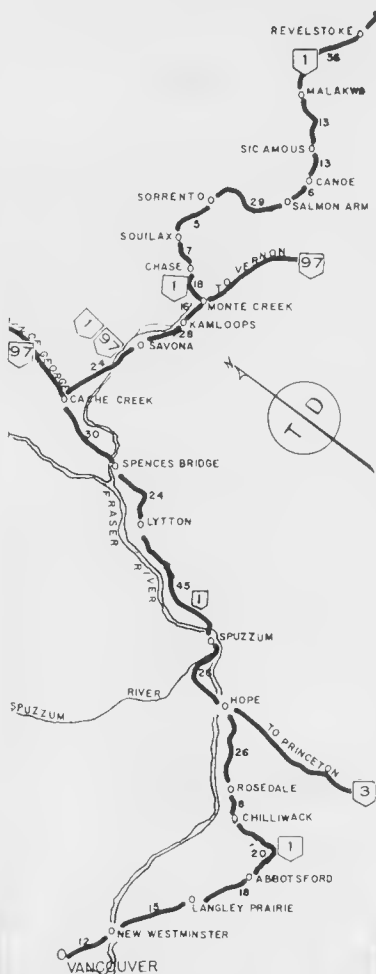
GOLFING

If you're a golf enthusiast, there's quite a number of sporty courses in Vancouver and beautiful Capilano Country Club in West Vancouver. Ask at your Hotel or Court for information as to location, etc.

FISHING

British Columbia is justly famed for its salmon, steelhead and trout fishing, and you don't have to drive very far out from Vancouver to get to some really choice fishing spots.

You can hie over to Horseshoe Bay or Eagle Bay, on the West Shore, for tops in salmon fishing during the months of April, May, August and September. There are power boats and fishing tackle for rent, and guides are available if required. If you prefer the fighting steelhead for your fishing sport, try th Capilano River during the Fall or Spring. If you manage to hook into one of these you'll have a real scrap on your hands!



TRANS-CANADA HIGHWAY No. 1

* * *

Vancouver to Revelstoke, B.C., Section 419 Miles

Proceed from Vancouver to New Westminster, over the Pattullo Bridge, then on through the Fraser Valley to Chilliwack. Continue on to Hope. **Note: Important Junction!** Hope is at the junction of Trans-Canada Highway No. 1, the Hope-Princeton Highway, and Southern Trans-Provincial Highway No. 3 (to the Okanagan Valley and Southern B.C.). For detailed information on this area see Index under "Hope-Princeton Highway." From Hope you wind along the Fraser River with its mighty Canyon—enjoying some magnificent scenery, driving in comfort over a trail first surveyed by the Royal Engineers and completed between 1862 and 1865. Beyond Yale you come to Alexander Bridge and a few miles further on is Hell's Gate. (Look for the sign at the view-point.)

At Lytton is the confluence of the Fraser and the Thompson Rivers, the road leaving the Fraser and following the Thompson River. At mile 194 you reach Spences Bridge and continue on to Cache Creek, where you reach the junction of Highway 97, leading to the Cariboo and Northern B.C. (See Index for details on the Highway.)

From Cache Creek you continue on to Kamloops, then through the famous Shuswap Lake area (renowned for its fishing and scenic spots), via Chase, Salmon Arm and around Mara Lake highway to Sicamous and Revelstoke.

HILLTOP *Cafe*

Half-way between Langley Prairie and Aldergrove, B.C.,
33 Miles East of Vancouver on Highway No. 1

Here's another real "Find in Food," whether it be the Pies for which Mrs. Janzen is justly famed (she comes home with dozens of prize ribbons each year from the Pacific National Exhibition, as well as local fairs) or their equally excellent Steaks and Fried Chicken Dinners. In fact we like everything they serve . . . they seem to have the "know-how" on cookery.

There's Counter or Booth Service, and you'll find no better food anywhere, so look for the "HILLTOP," as you are driving. It's about an hour's drive from Vancouver, which makes it a good bet for a meal when you are on your way in, or a good place for breakfast on your way out of town. Don't pass it up!

ROSE GARDEN MOTEL

at
ALDERGROVE, B.C.

10 Miles from Lynden . . . 37 Miles East of Vancouver
62 Miles West of Hope

This is a quietly situated Motel, adjacent to Highway No. 1, at Aldergrove at the west end of the town. There are seven units, each with either one or two bedrooms, bathroom with shower or tub, kitchen with gas or oil cooking facilities, all dishes, etc.

It's a nice stopping place, especially in summer when the roses are in bloom . . . there's hundreds of them, surrounding the lawns.

You'll like the rates here . . . \$5.00 for two, \$6.00 and \$7.00 for four, because the accommodation compares with Courts in nearby towns where we've paid a whole lot more. Look for it at Aldergrove.

ROSE GARDEN MOTEL

Phone Aldergrove 2348

3-Star Government Rating :: Member A.A.A.

CAMP-SITES and PICNIC-SITES

Trans-Canada Highway — Yale to Revelstoke, B.C.

Trans-Canada Highway—Yale to Revelstoke, B.C.

Alexander Campsite: 27 miles north of Hope; 4 camping units . . . 3 picnic sites.

Goldpan Campsite: 18 miles north of Lytton,, 6 miles south of Spences bridge, 300 yards north of Shaw's Auto Camp. A good sandy beach close to campsite.

Savona Campsite: In cool grove of Cottonwood trees, 25 miles east of Cache Creek and 28 miles west of Kamloops. Close to Savona. Good swimming . . . safe beach for children.

Yard Creek Campsite: 12 miles west of Sicamous on banks of Yard Creek. Four campsites. 28 miles east of Revelstoke.

HOPE, B. C.

At the Junction of
TRANS-CANADA No. 1—THE HDPE-PRINCETON HIGHWAY and
SOUTHERN TRANS-PROVINCIAL No. 3.
98 Miles East of Vancouver, B.C.

Founded in 1848 as a Hudson's Bay Fort and Trading Post, to serve as a supply depot for the Cariboo country, Hope is still going strong . . . albeit there's been a few changes in mode of travel . . . and traveller!

It's a pleasant little town on the banks of the Fraser River, at the "bend" . . . where the Fraser Valley ends and the Fraser Canyon begins!

For Tourists who are travelling through to the National Parks in Alberta, it is strictly a matter of choice as to which route you choose. You can either go via Trans-Canada Highway No. 1 from Hope, via Boston Bar, Lytton, Spences Bridge, Kamloops, Revelstoke, the Big Bend Highway Golden, and thence on through Yoho National Park to Lake Louise, Banff or Jasper. It is some 620 miles from Hope to Banff.

It is approximately 622 miles from Hope, B.C., to Banff, via the Hope-Princeton Highway to Kaledin junction, then on to Penticton, Kelowna, Vernon, Enderby and Grindrod and via Mara Lake to Sicamous and Revelstoke . . . then over the Big Bend through to Golden and the Parks, as above. Or, it is around 692 miles from Hope, B.C., to Banff, via Hope-Princeton Highway to Kaledin junction, thence south to Osoyoos, over to Grand Forks (on Highway No. 3) then to Rossland, Trail, Nelson, Creston and link-up with Banff-Windermere highway at Yahk, B.C., and then via Cranbrook and the Windermere country to Banff.

Whichever route you choose—you'll have unparalleled scenery . . . good food and lodging, if you follow our recommendations . . . and a grand holiday.

De Luxe Accommodation and Good Food

Featuring Steaks, Chicken Pies, Fried Chicken, Home-made Pie

P.O. Box 372

Phone 3326

"Lyn-Al" **MOTEL**

and COFFEE SHOP

HOPE, B.C.

Strategically Situated at Junction of Hope-Princeton and Trans-Canada Highways—adjacent to Tourist Information Bureau.

MR. and MRS. HANS RICHVOLDSEN

BROPHY MOTEL

LYTTON, B.C.

New Cottages—Fully Modern—Spotlessly Clean. Gas Stoves for Cooking—Spring-filled Mattresses. Everything Supplied for House keeping. Rates \$4.00 up.

Also Tourist Rooms in Lodge at reasonable rates. Situated one block off Main Street, overlooking the Fraser River. A nice, cool lawn to relax on—with plenty of shade trees!

"The Finest Cottages on the Highway"

"Look for Brophy Signs"

"4-Star Rating"

Keray's Inn and Auto Court

(Formerly Siska Lodge)

"The Halfway House Between Vancouver and Kamloops"

165 Miles from Vancouver on the Cariboo Highway

The Lodge has just been completely redecorated and is under the Owner-Management of Mr. and Mrs. K. Leachty, who formerly owned Big Horn Court, and specializes in the BEST of food, comfort and service.

Hotel Rooms and Modern Cabins a Coffee Shop a "Chevron" Service Station. "Open Every Day of the Year"

QUARTER CIRCLE MOTEL . . .

. . . is a new Motel, near the Junction of Highways 1 and 8, at east end of Spence's Bridge.

There are twelve units without cooking facilities, which have bed-living room with either twin or double beds, and private bathroom. These accommodate up to four people. There are two large units with kitchen facilities, including electric range etc. The furnishings throughout are excellent, the beds superb, and it's about as pleasant a place for a night's rest as we've found down this way. Panel Ray heating throughout.

There's a Deep-Freeze for the convenience of fishermen who want to freeze their catch . . . and ice cubes are supplied without charge. Mary and Harold Gallagher are your Hosts, and reservations can be made by wire or phoning 3-B, Spences Bridge, B.C.

"OPEN 24 HOURS EVERY DAY"

QUARTER CIRCLE CAFE

At Spences Bridge . . . next to Motel

Serving

Good Food . . . Courteously . . . and Quickly

STEAKS — FULL COURSE MEALS — SANDWICHES

The Cariboo and Northern B.C.

(HIGHWAY No. 97 — CACHE CREEK TO DAWNSON CREEK, B.C.)

Most of us, when we think of the Cariboo country, think of it in terms of Fishing and Hunting. True, it is justly famed for that, being unequalled in these sports.

BUT . . . and it is a big "but", it has more recently come into its own as the "GATEWAY TO ALASKA". With the opening of the John Hart Highway, which is now part and parcel of Highway No. 97 from Prince George to Dawson Creek, it is now possible for tourists coming in from the Pacific Coast States, especially to travel through to Alaska and save many hundreds of miles, instead of going as previously by way of Calgary, Edmonton and the Peace River.

We of the Digest again made a trip throughout this entire area in the Fall of 1953, and are passing along to you information as to the best stopping places . . . good places to eat . . . and all the other things we think you may find of interest.

You will find two strip maps covering the area from Cache Creek, B.C. to Dawson Creek, and also an article on Barkerville, and a list of interesting spots along the "John Hart Highway" from Prince George to Dawson Creek.

We have not been able to make a trip recently from Prince George to Prince Rupert, but we are listing some recommendations which we believe you will find helpful.

We could not visit anything like all the Resorts in the Cariboo . . . so we did our best. We suggest for Information on Fishing and Hunting, that you contact either the T.U. Auto Camp, or their Store or Service Station.

SPECIAL NOTE TO TOURISTS — going to Cariboo, Northern B.C., and Alaska

Please refer to Pages 65 to 79 for Strip Maps and complete information on this area. (Refer to Index on Page 2 for other areas.)

"The Gateway to the Cariboo"

T. U. AUTO COURT, LTD.

At Junction of Cariboo Highway

On your trip, be sure to stop in and see us. We try to have authentic and dependable Fishing and Hunting Information on hand at all times.

We maintain a nice, clean Tourist Camp, and serve home-cooked meals in our dining room.

Hunting for either Birds or Big Game is very good when in season—and this also applies to Fishing.

New Modern Restaurant, Store Stocks Groceries & Camping Supplies
Imperial Oil Products

T. U. Auto Court, Ltd.

Cache Creek, B.C.

H. A. Brooke, Proprietor



ECHO LODGE

ON
BEAUTIFUL
PAUL LAKE

Situated on the shore of Paul Lake, just 12 miles northeast of Kamloops, at an altitude of 2,600 feet, Echo Lodge is a real "Find" for Fisherman and Vacationist alike.

Here, during May and June, and again in September and October, the famed Kamloops Trout, finest of all fresh-water sporting fish, is taken freely on fly or troll. During the hotter months of July and August, trout can be taken on the troll in Paul Lake itself, or fly fishing can be indulged in at one of several lakes at higher altitude, within easy access of the Lodge. Competent guides assure good sport.

For VACATIONISTS . . . Echo Lodge is "Tops". Laze around on the beach . . . swim . . . walk in the wooded hills . . . relax in just about the most peaceful surroundings you can visualize. It's next door to Paradise!

The utmost in comfort and privacy is yours in either rooms in the Lodge or Private Cottages on the lakeshore. All accommodation is fully modern, of course.

The best of meals are served, with special attention given to individual diets. Mrs. Scott's pies and pickles are famous the world over, and trout are prepared in a manner to please the famed Lucullus!

Rates are from \$7.00 Daily, \$45.00 Weekly (Single) and from \$13.00 to \$16.00 Daily, \$84.00 to \$105.00 Weekly (Double) on the American Plan. (This includes meals.)

Echo Lodge
For Reservations:
MRS. V. A. SCOTT
KAMLOOPS, B.C.

Paul Lake

For Cheery, Courteous Service . . .

. . . for all your needs in "smokes", Magazines, Chocolates . . . and a really typical Souvenir of the Kamloops area, call in and see Mrs. E. B. Sables at the PLAZA CIGAR BAR, in the Plaza Hotel lobby.

She's as pleasant as the day is long . . . and glad to give you all the assistance possible to make your stay in Kamloops a happy one.

And, about that Kamloops Souvenir. It's Royal Winton China Cups and Saucers, Demi Tasse Cups and Saucers, Ash Trays, Bon Bon Dishes, etc., each with a scene depicting "the meetings of the waters" . . . the North and South Thompson Rivers, as seen from the Lookout on the hill overlooking Kamloops. They are lovely. Drop in, won't you?

PLAZA CIGAR BAR — PLAZA HOTEL LOBBY, KAMLOOPS, B.C.

Recommendations in the Kamloops District

"KAMLOOPS' LEADING HOTEL"

THE PLAZA HOTEL

Rooms with Bath or Shower

Elevator Service

"WE CATER TO OUR TOURIST TRADE"

Please make your reservations in Advance, especially during Summer Season. Write, Wire or Phone:

PLAZA HOTEL

—

KAMLOOPS, B.C.

E. P. TRATCH, Manager

Mayfair Motor Court . . .

is just five minute's drive from the City Centre of Kamloops, on Trans-Canada Highway, East of Kamloops.

This is a new Court, and definitely one of the nicest we have seen in our travels in this area. Each Large Unit has accommodation for from four to six people, with smaller Units to accommodate two people, and each is equipped with Electric Range, Oil Heating, private bathroom, and full facilities for housekeeping. Furnishings throughout are of the best.

You'll find all you need—for overnight or an indefinite stay—and we have no hesitancy in recommending "Mayfair Motor Court" to you. It is spotlessly clean, extremely comfortable, and set back off the road far enough to eliminate traffic noise and ensure a good rest.

For Reservations: Write, wire or Phone:

Mayfair Motor Court

KAMLOOPS, B.C. :: PHONE 1797-R1

Recommended by Duncan Hines"

"A.A.A."

"Recommended by Traveller's Digest"

PLAZA CAFE and COFFEE SHOP

in

THE PLAZA HOTEL AT KAMLOOPS, B.C.

"WE SERVE GOOD FOOD"

Now Under Personal Management of: **MR. & MRS. ALBERT KEYATH**
Formerly of Banff and Lake Louise, Alberta

"A Cool Spot to Dine . . . in the Summertime"



STOP AT BILL POTTS FISHING CAMP

One-half mile off the Trans-Canada
Highway at the West Entrance to
Chase, B.C.

On the banks of the Thompson River
at river outlet.

**SALMON FISHING
IN SEPTEMBER**



**TROUT FISHING
April through December**



This Camp is now owned and operated by Bill Potts (formerly of Sorrento), and is a "Four-Star" Resort, with accommodation in Cottages . . . housekeeping equipped . . . or Rooms in Lodge. Meals obtainable.

It's a good "Headquarters" for Fishermen . . . Shuswap Lake . . . Adams River . . . Adams Lake . . . South Thompson River, and many other lakes and streams, all within easy access by car.

Plenty of Boats and Motors, and Bill will arrange to take you fishing if you wish a guided trip, and if the weather is hot and fishing "off" locally, he can always find a lake up top-side where you'll get some sport.

Bill has been a friend of the "Digest" gang ever since he came to the West, and for our money there's no better fisherman in the land! He's achieving fame with some of his Special hand-tied Flies . . . notably one he calls "Bill Potts' Tadpole Nymph", which, according to "Pintail" of the Province, and Denny Boyd of the Victoria Times (outdoor life writers) is a "killer" on the lakes in the Interior. Drop in and get Bill to show it to you . . . or write him for samples. It's really a honey.

BILL POTTS - CAMP KAREFREE — PHONE 3-Y, CHASE, B.C.

FOR CAR SERVICE IN THE SHUSWAP DISTRICT:

SHUSWAP MOTORS LTD.

CHASE, B.C.

**SHELL OIL PRODUCTS - GOODYEAR TIRES
COMPLETE AUTOMOTIVE REPAIRS**

Modern Rest Rooms

Telephones: Chase 15-M - On T-C Highway at west entrance to Chase

SILVERY BEACH FISHING AND AUTO CAMP



This Camp is on a fine beach on the shore of "Little Shuswap" Lake, 40 miles east of Kamloops, 30 miles west of Salmon Arm, on Trans-Canada Highway. Excellent Fishing, especially in April, May and June, and again from September until the end of November.

Cabins accommodate from two to six persons, at rates from \$4.00 double, to \$8.00 for up to six. All Cabins have good beds . . . house-keeping facilities . . . large screened-in porches and lovely lake view and electric light. All Cabins have private toilet . . . Showers are central.

There are also two new, large cottages right on the beach, which are fully modern, and have full-length Screened Verandahs, overlooking the lovely lake. They accommodate up to six with ease, and rates are \$8.00 for four, and \$10.00 for six persons.

Guests in Camp can have meals served in Dining Room at an Inclusive Daily Rate of \$3.25. There's also a good Coffee Shop for transient travelers. We can vouch for the quality of the food . . . it's just wonderful and surprisingly reasonable. Dick and Gertie Schouten, your Host and Hostess, are as hospitable as they come . . . and you'll enjoy your holiday here. Campers' supplies are on hand in the store.

Rowboats and Inboards for Hire at Low Rates

For July and August vacations, it's an ideal spot. Beach is safe for kiddies . . . swimming is dandy . . . and you can combine it with a bit of fishing or boating. Reservations by mail to P.O. Box 100, Chase, B.C., or by wire or phone at Chase, B.C., Telephone 16-R.

The Angler's Prayer

Lord, give me grace to catch a fish,
So big that even I,
In telling of it afterwards
May never need to lie.

The Non-Angler's Prayer

Lord, give me grace to bear with
ease
The lies I listen to:
Of fish — their size, and favorite
flies,
And all such ballyhoo!

FOR
Good Food
in
SALMON ARM
TRY THE
TAVERN INN

* * *

Booth or Counter

* * *

Open:
7:00 a.m. till
Midnight

* * *

Full Course Meals
Fountain Service

* * *

Clean Rest Rooms

— Brand New —

— Throughout —

* * *

Member
Canadian Restaurant
Association

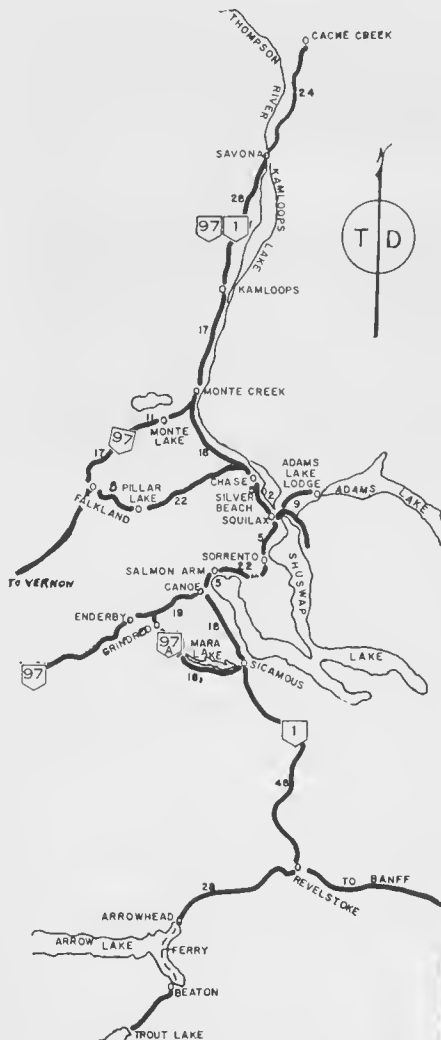
* * *

TAVERN INN

at corner of
Trans-Canada
Highway
East End of Town

* * *

Cafe and
Bus Terminal



"GIFTS OF DISTINCTION"

F. H. ABSON

JEWELLER

SALMON ARM, B.C.

ENGLISH CHINA

SILVER WARE

ROYAL CROWN DERBY

FIGURINES

HAMMERSLEY DINNERWARE IN "DRESDEN SPRAYS" PATTERN

PICTURES INLAID IN WOODS, BY FIELD

"Drop in and Browse Around"

A Tourist Service in Salmon Arm . . .

For the convenience of those of you who are looking for supplies after stores are closed, you'll find the Front Street Grocery, which as name indicates, is on the Front Street at Salmon Arm, has a special department which is open evenings and all day Sunday, where you can buy essential groceries and fresh fruits, vegetables, soft drinks, ice cream, etc.

During regular store hours, the Main Store will be glad to take care of every need—and if you want to telephone an order in, will be glad to deliver it to camps in Salmon Arm. They've everything you could wish for, so make use of their facilities.

FRONT STREET GROCERY — SALMON ARM, B.C.

The Tavern Inn . . . at Salmon Arm . . .

This is the New Restaurant, right on the corner of the Trans-Canada Highway at the East End of Town. The Bus Terminal is in the same building

It is one of the most modern places of its kind in British Columbia, and offers both Booth or Counter Service . . . an Ice Cream Bar . . . and Good Food at reasonable prices.

A complete stock of Magazines, Cigarettes, Candy, too. Open from 7:00 a.m. till Midnight. Clean Rest Rooms.

"Member of Canadian Restaurant Association"

FOR TOURIST INFORMATION

Stop at:

BAYES AUTO SERVICE

At Intersection Highway No. 1 — West End of Town

SALMON ARM, B.C.

Tires — Lubes — Repairs

Recommendations in Salmon Arm District

VIEW POINT MOTOR COURT

. . . This is a lovely New Court, on Trans-Canada Highway No. 1, 5 miles west of Salmon Arm, overlooking Shuswap Lake.

Cottages accommodate up to five persons. Each has a very nice bedroom, a large living room and kitchenette with electric range, frigidaire, etc. Bathrooms have tub baths. This Court offers the finest accommodation in this area, in our opinion. It is pleasantly located on hill crest, with a grand view of the lake, and the beach is just a couple of minutes' walk or drive. An excellent Cafe is nearby.

For Reservations: Phone Salmon Arm 283, or write or wire:

View Point Motor Court . Daniel and Dorothy Manning - **Salmon Arm, B.C.**

"Everything for the Sportsman"

SHUSWAP SPORT SHOP

Salmon Arm, B.C.

OUTBOARD MOTORS ● BOATS ● FISHING TACKLE
● HUNTING GEAR ●

Dependable Information as to Local Fishing and Hunting

"Call at our Shop on Hudson Street, opposite Avon Hotel"

Looking for a "Take-Home" Gift . . .

. . . Drop in at the store of F. H. Abson in Salmon Arm if you are. They have exquisite Hammersley Dinnerware in "Dresden Sprays" pattern, Figurines, Beautiful Gift items in English China, and it is one of the very few places where you can still buy Pictures Inlaid in British Columbia Woods, by Field. These are really "different" and will add to any home.

You'll find, as we do, that you can often save money by shopping at these little stores in smaller centres. It's only natural . . . because they are out of high rent areas, and their prices have to be for "local" and not "tourist" trade. It's especially true in this particular case.

THE S - A - F - E LIMITED

Salmon Arm's Community Departmental Store,
where you will find everything for Camping,
Fishing, Hunting and Gifts for the whole family.

One Stop Shopping Service for your Convenience

REVELSTOKE and DISTRICT

Want To Go Fishin' ?

Well, come on up to Trout Lake, in the famous "Lardo" country. You drive south from Revelstoke, 30 miles to Arrowhead (over a good road), take the Ferry across Upper Arrow Lake, then drive 12 miles to Trout Lake. We can guarantee unsurpassed magnificence of scenery . . . the lake trip is a gem . . . and if you want fishing, Trout Lake is renowned.

A NEW ROAD is now being built from Kaslo north to the Lardo and on to Trout Lake, which will make this area very accessible to tourists coming in from Spokane, Nelson, Banff, etc. This should be open during the summer of 1954

Ferry leaves Arrowhead daily at 12 noon, Standard Time, arriving at Beaton about an hour later. Rates for Car and Passengers can be obtained at the Revelstoke Tourist Bureau. Returning, ferry leaves Beaton at 9:30 a.m., Standard Time. This means you could go up for even an overnight trip, and still have several hours of choice fishing. Or — if you don't fish — go on up for the sheer joy of the trip and stay overnight.

ACCOMMODATION The Trout Lake Hotel Company has taken over the famous old Windsor Hotel and completely renovated and remodelled it throughout, so you can now get excellent accommodation — rooms with private bath — and the food here is decidedly good! This hotel is right at the lake. Boats are available.

They are putting a radiophone in this summer, we understand, so check at Revelstoke Tourist Bureau regarding reservations, or write Trout Lake Hotel Company, Trout Lake, B.C.

Don't overlook this trip — it's really wonderful!

TROUT LAKE HOTEL COMPANY - TROUT LAKE, B.C.

Like Cooking Your Own Meals?

Try the Revelstoke Meat Market, which is right in the centre of town on McKenzie Avenue. They'll cut steaks to your order . . . or chops . . . or cutlets . . . or whatever you wish. If you prefer cooked meats, they have Canned Chicken, either whole or half, which you can eat as is, or serve fried. They're delicious! Besides these, a grand choice of cooked meats

GOING TO BANFF?

NEED ACCOMMODATION?

CONTACT:

THE TRAVELLER'S DIGEST TOURIST BUREAU

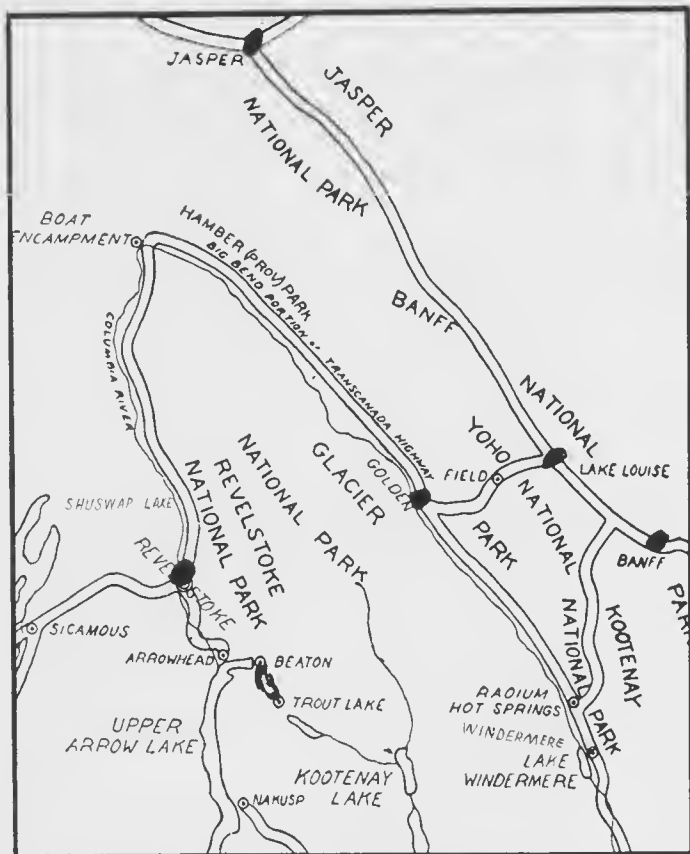
Telephone 26 — Banff

or

Wire advising time of arrival and number in party and call
at office on arrival in Banff

**WE MAKE RESERVATIONS IN BANFF, JASPER, LAKE LOUISE,
CALGARY AND THROUGHOUT WESTERN CANADA AND U.S.A.**

THE BIG BEND HIGHWAY and National Parks of the Mountain Park Section



COMMENT: The Big Bend Highway is a gravelled highway, with no difficult grades. It is an extremely picturesque drive of 192 miles from Revelstoke to Golden, and takes about six hours driving time. There are a number of Service Stations and Cabin Camps en route.

From Golden to Lake Louise, there is 7 miles of construction just out of Golden. Suggest you check with Public Works Dept. at either Banff, Field, Lake Louise or Golden, as to traffic delays during day time. There is 10-mile hard-top after construction section ends, and rest of the highway is gravelled and in good condition. Lake Louise to Banff is hard-surfaced. Lake Louise to Jasper is gravelled.

Revelstoke, B.C.

"The Western Portal to Canada's National Parks"

A Traveller's Digest Personal Recommendation!

THE
REGENT
REVELSTOKE'S
FINEST HOTEL

PLEASANT ROOMS — — FINELY FURNISHED

"With Private Bath and Shower"

PRIVATE PHONE SERVICE IN EVERY ROOM

Accommodation Approved by:

A. C. T. - - A. A. A. - - N. W. T. A.

For Reservations:

Write, Wire or Telephone:

THE REGENT HOTEL - PHONE 54 - REVELSTOKE, B.C.

MOUNT REVELSTOKE NATIONAL PARK

Summit Elevation 6,500 Feet—Area 100 Square Miles

Enter Park through Archway from Big Bend Highway
1 mile North of Revelstoke

This most westerly of the Dominion-controlled National Parks is accessible by one of the most scenic drives on the continent—18 miles in length. It affords the motorist an exertionless way to visit the wonders of the Selkirk Mountain tops—previously known only to mountain climbers.

The park is reached by one of the most striking mountain highways on the continent—the Royal Highway. The road from the town of Revelstoke climbs by easy grade to an altitude of 6,380 feet, and is 18 miles in length. Each turn of the road opens a new vista of beauty, glimpses of the Columbia Valley and the town far below, and everywhere the majestic snow-capped peaks. On the summit of the mountain, unbelievably, there opens out an undulating alpine plateau, in the summer ablaze with color. From the summit a trail leads to a number of gems of lakes—Eva, Miller and Jade, and horses are for hire at prevailing rates as set by National Parks Board. The flora of the Selkirks is the most varied and riotously colored in the mountain area. Mountain heathers, honeysuckles, saxifrage, anemone, columbine, aster, lily, marigold, lady-slipper are a few of the 500 varieties of trees and flowers and shrubs found in the Selkirks.

Revelstoke Recommendations

Revelstoke Bungalows

... are on the Trans-Canada Highway No. 1, at the West Entrance to Town. Units vary in size ... accommodating 2, 4 or 6 persons. The Bungalows have been renovated throughout and are quite attractive. Most of the Housekeeping-type have Propane Gas Cooking Ranges, and kitchen with all facilities. Bedroom and Bathroom with shower and toilet complete these units, which are "INDIVIDUAL" type, ensuring no neighbor noise.

Motel type Units have no cooking facilities, but Propane Gas Heating, a private bathroom, bed-living room, and all are comfortable and clean. The Camp is nicely located, with plenty of shady trees, and is quiet. We consider it A-1 accommodation. For Reservations:

REVELSTOKE BUNGALOWS ** TELEPHONE 90 ** REVELSTOKE, B.C.

A handy spot for a meal or groceries ... this is the "REVEL INN" which is right opposite Revelstoke Bungalows. They serve excellent food, and also carry a good stock of groceries, meats, fruit, etc., and they are open until late evening, and on holidays, which comes in mighty handy. Try them.

The Big Bend Auto Camp

... You will find Cottages that are as clean as a new pin, with everything for housekeeping ... Private Bathroom with Shower, Toilet, etc. This is, in our opinion, unquestionably one of the finest Courts in Revelstoke ... and rates are mighty reasonable.

You'll like the location ... Cottages are overlooking the Columbia River ... surrounded by the loveliest trees imaginable ... and it's quiet out here! It is a "TOP" rating with The Traveller's Digest, which should be sufficient recommendation!

DAVIDSON MOTORS

FORD - Dealers - MONARCH

BRITISH-AMERICAN OIL PRODUCTS

CAR WASHING - LUBRICATION - REPAIRS

WRECKER SERVICE - - PHONE 367

The Lamplighter Motel ...

... on West Side of Revelstoke

This Court is located about half-a-mile from the City Limits at West Entrance to Revelstoke, and has both individual and duplex units.

Units accommodate from four to six persons and each has Living Room with Bed-Chesterfield, as well as bedroom ... kitchen with all facilities ... Propane Gas cooking and heating ... bathroom with shower, basin and toilet. Roll-Away cots accommodate extra guests.

You'll find this accommodation exceptionally clean, and there's plenty of parking space. A "SHELL" Service Station is here for your car convenience. For Reservations: Telephone Revelstoke 485 or wire or write:

Lamplighter Motel — Revelstoke, B.C.

RECOMMENDATIONS IN REVELSTOKE, B.C.

WHERE TO EAT IN REVELSTOKE?

Well, if you'll take the advice of the Traveller's Digest, you'll go over to the King Edward Dining Room and Coffee Shop, at King Edward Hotel. We've had the best meals here that we ever had in Revelstoke in our 15 years experience.

They feature Top-Grade Steaks, Delicious Spare-Ribs, and Delectable Chicken Pies, together with a choice variety of other good foods.

The kitchen is spic 'n span—which augurs for good food! Meal hours are from 7:00 a.m. till 2:00 p.m.—5:00 to 9:00 p.m. Week-days, 5:00 to 9:00 p.m., Sundays, during Tourist Season . . . with both Dining Table and Coffee Shop Service. Whatever you wish—a full-course meal . . . a snack . . . you'll be glad we told you about:

SPECIAL NOTE—The Managers of this Cafe are moving to a new location sometime toward the end of August this year (1954). They will operate "The Mayfair" which is on McKenzie Avenue, opposite Avolie Theatre, so make sure to find them!

The King Edward Dining Room — Revelstoke, B.C.

"Recommended by Duncan Hines"

MOUNT BEGBIE MOTOR COURT —

**B.C. Government 4 STAR Rating
At West Entrance to Revelstoke**

Here's a very fine small Court, at the West Side of Revelstoke, which offers the best in tourist accommodation.

Each Cottage accommodates up to four persons, and furnishings throughout are of the best. Full housekeeping facilities are provided, including Electric Rangettes or Hot-Plates. There is a kitchen, a bed-sitting room, with Davenport and matching easy chairs, and bedroom with box spring and spring filled mattress, nite stand, etc. Oil Heat.

You'll enjoy this Court, we are sure. For reservations: Mount Begbie Motor Court — Telephone 462 — Revelstoke, B.C.

For Travel Service in Revelstoke

Rutherford Motors Limited

FIRST AND ORTON AVENUE

AUSTIN and STUDEBAKER SALES and SERVICE

"CHEVRON PRODUCTS"

DOWNIE CREEK AUTO COURT and Tea Room

. . . This is forty miles East of Revelstoke, on the Big Bend Highway, and is a very comfortable little Camp.

The Cottages are rustic, cedar lined, and quite comfortable. Good Beds, with Beauty Rest Mattresses, and some have private Showers and Toilets. Others are served by Central modern facilities. All are housekeeping equipped. Rates: \$3.00 up. Meals: \$1.00 and under.

You can get Home-Cooked Meals or Snacks in the Tea Room, and they carry a Good Stock of Camping Supplies. There's also an Imperial Oil Service Station here.

Reservations ahead should be sent to Mr. E. H. Wallis, Manager, Downie Creek Auto Court, P.O. Box 520, Revelstoke, B.C.

BIRCH CREEK LODGE . . .

. . . is a comfortable Camp in the Pines at Birch Creek, on the Big Bend Highway, 80 miles North of Revelstoke, 112 miles South of Golden, B.C.

Cabins accommodate two to five persons, and have Hollywood style beds with inner spring mattresses and warm, clean blankets and linens. All are fully serviced for Housekeeping and have Electric light and running water. Some of the cabins have toilets and showers, and there are central showers and toilet facilities for the others. A very attractive dining room and counter features really good food—in clean, wholesome surroundings. For your car needs: B-A Gas and Oil Service Station.

Think you'll enjoy a stop-over here. Reservations ahead are made by writing or wiring to Birch Creek Lodge, P.O. Address Revelstoke, B.C.

BOAT ENCAMPMENT . . .

. . . Is a Cabin Camp and Resort, situated "On Top of the Big Bend", about half way between Revelstoke and Golden, near the site of the original Boat Encampment, one of the most historic spots on the Highway. It was here in 1811 that David Thompson, Fur Trader and Explorer, established the Camp as a connecting point between overland trail of the Fur Brigades and the Columbia Link to the Oregon territory. At this point the brigades took to their bateaux and rode the rapids of the Columbia.

A lot of water has gone under the bridge since then, but there's still a "Boat Encampment", in the way of attractively situated cottages down by the River, which are comfortably furnished, have excellent beds, electricity, private toilet, and accommodate up to five persons. There's also Guest Rooms in the Lodge.

MEALS are served at most hours of the day and night in the COFFEE SHOP adjoining.

Evenings are cool and Restmore beds assure restful sleep. There's a Service Station for minor repairs, tires, etc. on the premises.

"BOAT ENCAMPMENT — ON TOP OF THE BEND"

B.C. Government 3-Star Rating

KINBASKET TOURIST VILLAS . . .

Situated 70-miles North of Golden, 122-miles East of Revelstoke, this Camp offers Cabins adjacent to Kinbasket Lake, which have Electric light, and some have private toilets and showers. The beds are good . . . and the Camp is clean. Rooms available in Lodge also.

There's a good Coffee Shop operated in connection, and meals are served early and late!

Imperial Oil Service Station adjacent to Camp.

RECOMMENDATIONS IN GOLDEN, B.C.

D'Ye Ken Duncan Hines?

Well, here is one of his recommendations:

GOLDEN LODGE

which he classifies as being "a fully modern small place for a restful stop-over". There's rooms with or without private bath.

The Lodge is now under the owner-management of Mr. and Mrs. T. A. Peers, and the Traveller's Digest personally guarantees that you'll be comfortable and have good clean rooms. Wire or telephone ahead for reservations in rush season to Golden Lodge, Golden, B.C.

And, by the way, you'll enjoy your meals at the GOLDEN LODGE COFFEE SHOP, which is adjacent to the Lodge. They serve appetizing food . . . not only Sandwiches and Snack, but Full Course Meals, and they make a feature of their Steak Dinners. Try it!

NEED MEATS AND GROCERIES?

If you do, take our tip and go on down the Main Street of Golden, toward the new bridge on Highway 95, to the Golden Meat Market. We can assure you that you'll be treated most courteously, and get excellent meats. You can also get groceries, fresh fruits and vegetables, etc. We've been dropping in for years, and always seem to enjoy shopping here. By the way, they carry an excellent supply of frozen foods, also.

ESSO DEALER

THOMPSON MOTORS

GOLDEN, B.C.

FOUR LINE G-M DEALER

WRECKER SERVICE

SERVICE TO ALL MAKES OF CARS

Drawer F

- - - - -

Telephone: Golden 10

NOTE TO TOURISTS

If you are travelling over the Highway 95 from Golden to Radium Hot Springs, the HILLTOP AUTO COURT, which is 9 miles north of Radium Hot Springs Pool, offers good accommodation at rates of \$5.00 for two, \$6.00 for four, with cots at 50c extra. It is a "4-Star" Court, and units have one or two bedrooms, kitchen with refrigeration, wood stove and electric hot plate, bathroom with shower, toilet and basin. It's a bargain in accommodation . . . and it's clean! Phone via Invermere, B.C. Exchange for reservation and ask for Toll Station.

Riverside Auto Court, Golden, B.C.

This Court is situated on the banks of the Kicking Horse River in a cool, shady spot.

The Cabins are, above all, clean—the beds are very good—linen and bedding spotless. Private Bathroom with Toilet and Shower in each unit. In our opinion, this is the best Auto Court in Golden.

Tourists coming in from Revelstoke or Lake Louise are advised to proceed on through town to end of Main Street, turn right, then cross over bridge and follow main road past Imperial Bank, where you will again turn right. Then follow the Camp signs.

"B.C. Government 3-Star Rating"

Fred's Cafe, Golden, B.C.

This Cafe is in centre of Town, about two blocks from the Golden Lodge, and right opposite the Post Office.

It is operated by Fred and Ernie Feuz, sons of the famous Swiss Guide, Ernest Feuz, of Lake Louise, and these boys run a good establishment.

The Food is good, and there is Table or Counter Service. Hours are from early morning till late at night!

There's a Soda Fountain and Ice Cream Bar, too.

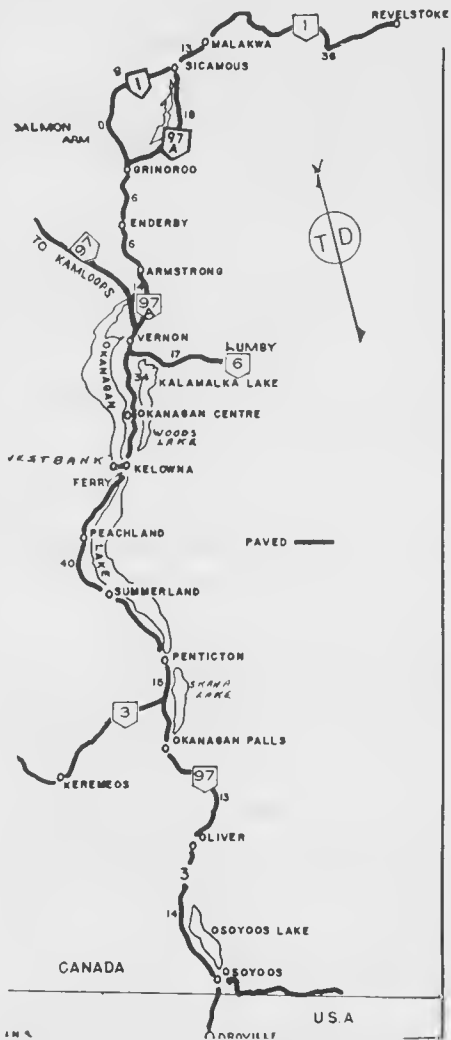
For Souvenirs . . .

magazine, films—plus a choice assortment of Yardley's and other English toiletries—drop in at the Rexall Drug Store at Golden. It's a brand-new store, with plenty of display space, and you'll no doubt find many useful items . . . Kleenex . . . Cleansing Creams . . . Plenty of Camera and Film Supplies, etc., etc.

Fishing and Hunting in the Golden District

There's good Trout Fishing in both Lakes and Streams in this area, and if you call in at the office of the Game Warden, he will be able to give you information . . . as will the boys in the Service Station.

BIG GAME HUNTERS will find this area a veritable paradise insofar as **MOOSE HUNTING** in particular is concerned. It isn't necessary to go out on long Pack trips in order to get your Moose trophy. Guides are available in Golden, and if you will contact the Game Warden in Golden he will put you in touch with dependable Licensed Guides.



Highway 97

to
**DAWSON
CREEK, B.C.**

Connecting
here with
Alaska
Highway

**Shortest
Route to
ALASKA!**

Saves you hundreds
of miles if you are
driving to Alaska
from Washington,
Oregon or California.

Connects
directly with
U.S. 97 from
Weed, Calif.,
to Oroville,
Washington,
and
Osoyoos, B.C.

Note: See maps on
following pages for
most direct route to
Kamloops and Cache
Creek, via Highway
97. Also maps from
Cache Creek to Daw-
son Creek, with de-
tails.

Come to **PENTICTON!**

"City of Beaches . . . and Peaches"

Only Six Hours' Driving Time from Vancouver

Over the Scenic-Filled "All-Weather" Hope-Princeton Highway!

PENTICTON RECOMMENDATIONS

SKAHA LAKE MOTEL . . .

. . . and Coffee Shop

Situated at the South entrance to Penticton, near lovely Skaha Lake, surrounded by shady trees, this Court has 11 units, all fully modern . . . well appointed throughout . . . spotlessly clean . . . is very handy to beach.

Excellent meals are served in the Coffee Shop, which is open from early morning till late evening. A well-stocked store in conjunction takes care of grocery requirements. Make reservations for summer well in advance. Phone Penticton 3866 — Mr. and Mrs. Joe Koenig.

FOR FISHING INFORMATION, VISIT:

BRETT'S SPORT SHOP in PENTICTON

Everything for the Sportsman - - Finest of Fishing Tackle

CEC BRETT

HOTEL PRINCE CHARLES

PENTICTON, B.C.

This smart new Hostelry offers 52 outside rooms with private bath, wall-to-wall carpets, and all the amenities of graceful living.

FOR DELICIOUS FOOD, both the Coffee Shop and Tartan Dining Room are unsurpassed in this district. If you're in a hurry, you can get a full meal or snack in the Coffee Shop . . . but for leisurely dining, try the Tartan Dining Room. Food is wonderful . . . service quiet and courteous.

Suggest you make reservations for hotel rooms ahead by letter, wire or phone. Telephone Penticton 427.

Imported English and Scotch Woollens

● Harris Tweed Jackets

● Cashmere Sweaters

● Tootal Ties and Sox

● English Gloves

● Daks Slacks

GRANT KING CO. LTD.

323 Main Street

Penticton, B.C.

KELOWNA-WESTBANK FERRY SERVICE

A Ferry Service operates between Kelowna and Westbank, crossing Okanagan Lake. You need have no worries about being held up waiting for a ferry . . . there are three Ferries, operating on a schedule of every fifteen minutes during daylight rush hours, and every thirty to forty minutes during the "wee sma' hours" . . . so don't worry about a bottleneck! Fares are 50c per car, 5c per extra passenger, and the trip takes fifteen minutes.

Kelowna has a Tourist Bureau on the Main Street, which is one block from Ferry. Follow the sign from Ferry. They will be glad to give you all assistance possible in securing accommodation or giving information on the Okanagan.

DON'T FORGET

Canada's Greatest Water Show

August 11, 12, 13 and 14, 1954

at Kelowna, B.C.

Immediately following British Empire Games at Vancouver

(This space kindly donated by S. M. Simpson Ltd., and The Kelowna Sawmill Co. Ltd., Kelowna, B.C.)

A Special Digest Recommendation:

THE VALLEY CLEANERS

at 1558 Ellis Street, in Kelowna, B.C.

(Half-a-block from Ellis Lodge Hotel)

**We give special attention to Tourist Work
Fast Service . . . With Good Results**

Cottonwood Court

Cottonwood Court . . . is on Highway No. 97, at North end of town, about a mile out, and is very nicely situated on cool Mill Creek.

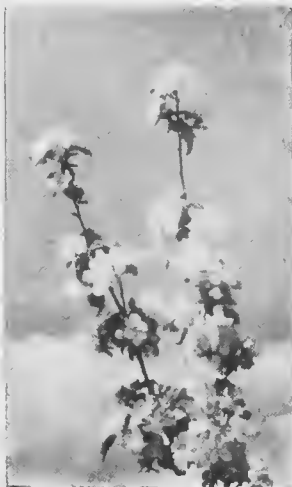
Cottages aren't luxurious . . . but they're clean and comfortable and have electric range and electric controlled hot water . . . good-sized kitchen, bedroom, bathroom with shower. Oil heating. Its cool and shady lawns are mighty inviting on a hot day! Try it!

On the Beach on Lake Okanagan . . .

On the beach on Lake Okanagan . . . Grandview Auto Park has twelve housekeeping units complete with everything you require. And . . . it has 500 feet of safe, clean sandy beach on the lake. It's two miles from Kelowna Civic Centre, out on Pendozi Street. There are rowboats for guests . . . and it is a grand spot for a holiday. Open all year. Phone Kelowna 3995 or write P.O. Box 1508, Kelowna. E. C. Waldron, Owner.

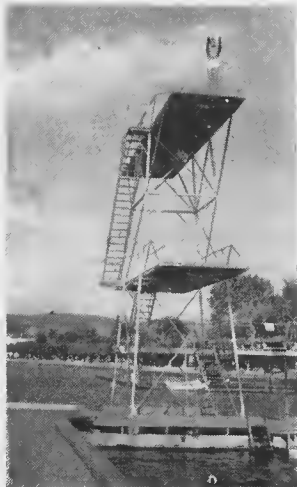
Resort-ful OKANAGAN ★

- ✓ **SIGHTSEEING!** The eyes have it in the Okanagan. Superb scenery makes it a photographer's paradise.
- ✓ **SWIMMING!** Beautiful Safe, Sandy Beaches abound. Kelowna Aquatic Association Supervised Swimming for Children all summer long!
- ✓ **WATER SPORTS!** Canada's Greatest Water Show, the KELOWNA
- ✓ **INTERNATIONAL REGATTA** (48th Annual), held August 11th, 12th and 14th, 1954.
- ✓ **FISHING and HUNTING!** Aplenty . . . with dozens of lakes within easy access . . . Rainbow, Cutthroat, Dolly Varden . . . and Lake Trout. Pheasant, Goose and Duck Shooting in Season.
- ✓ **CLIMATE!** Warm sunny days from March 'til November . . . Cool nights ensure restful sleep. Mild winter climate.
- ✓ **VARIETY!** Yes, enough for everyone. One of the finest City Parks in British Columbia . . . unlimited shopping.
- ✓ **HOME OF "KATHY ARCHIBALD"** . . . "MISS CANADA OF 1953."



"Blossom Time"

H O L I D A Y F U N



Our Diving Tower

Kelowna!!

THE PERFECT DESTINATION FOR A PERFECT VACATION



This beautiful city nestles in the centre of the lush Okanagan Valley, basking in the sun on the shores of Lake Okanagan . . . truly your "Vacationland Unlimited".

Centre of a vast Fruit Industry, Kelowna is the "Apple Orchard" of Canada, and a spring vacation when the orchards are riotous in colourful blossom will be something for your "memory book".

There's activities to suit all moods, whether you be younger than springtime or verging on Jack Benny's fabulous "39". You've room to Live . . . Breathe . . . Relax and Loaf in KELOWNA!

Plan now to holiday with us . . . include Kelowna in your trip to or from Banff . . . it's only a day's drive over here via the Big Bend Highway. You'll be glad you did, and go home saying it was the best holiday you ever had!

ON HIGHWAY No. 97 . . . "The Shortest Route to Alaska"
426 miles West of Banff, Alberta, via The Big Bend Highway (No. 1).
300 miles East of Vancouver, via Hope-Princeton Highway (No. 3).
391 mile East of Vancouver via Fraser Canyon Route (No. 1 and No. 97).



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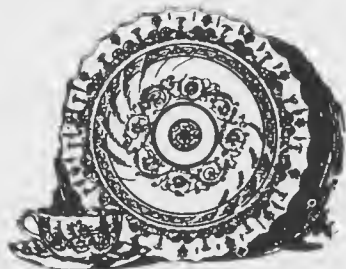
"Loane's"

OF KELOWNA

Welcome You!

See Our Large Selection of

Spode



AND

WEDGWOOD

"Exclusive Distributors in Kelowna for Spode and Wedgwood"
Dinnerware of Fashion, for generations the prized possession of our
best families . . . Many patterns to choose from . . . Purchase
them by the set or by the piece.

"Spode and Wedgwood never discontinue a pattern"

Also For Your Pleasure

CROWN DERBY - BELLEEK - ROYAL DOULTON
MOORCROFT POTTERY

You Always Do Better at

Loane's

KELOWNA, B.C.

Royal Anne Hotel

NORMAN TAYLOR, Manager

Kelowna, B. C.

SPACIOUS AND ATTRACTIVE LOUNGE

BRIGHT AND AIRY DINING ROOM

NEW, MODERN COFFEE SHOP

Kelowna Is the Ideal Vacation City of the Interior
Host of the Famous Regatta - Aug. 12, 13, 14, 1954

Sports: Riding, Tennis, Boating and Swimming

Noted For its Hospitality, Service and Excellent Cuisine

Rooms with Hot and Cold Running Water

Rooms en Suite with Private Bath Connecting

"DINING LOUNGE"

Tourists are Invited to Come In As You Are

Welcome to the Land of the Ogoogo -

. . . that's the Okanagan, known to the Fur Brigades, Traders and Prospectors of the old Okanagan Trail, long, long before it became a mecca for sportsmen, lured by the tales they have heard of its lakes and streams, and the fish therein—and for what is acknowledged to be the finest pheasant shooting on the continent (with good hunting for duck, geese, bear and deer, too!) It is a wonderfully scenic and pleasurable place for the tourist . . . and for the inquisitive, the sceptical, and devotees of Ripley . . . there is the famous Ogoogo!

This remarkable denizen of the Okanagan Lake has been known to appear at various intervals, to the consternation of local worthies of temperate habits, but unfortunately, on not one did there seem to be a camera available! However, we feel that we are in the unique position of being able to throw some light on the subject, for, whilst fishing these waters recently we were surprised to see a swirl in the water, and some unidentifiable, but huge shape (oddly resembling our late Uncle Obadiah) loomed over our boat—and from a revolting, yet amiable countenance, there issued a cheery "What ho!" Recovering from our initial forswearing of all things alcoholic, we chatted for quite a while, about the weather, etc., until the Ogoogo remarked that he was really getting quite lonely, and very unhappy about the intense scepticism there seems to be abroad about him, and said that in fact if it wasn't for the immovable faith of the Chambers of Commerce of Vernon, Penticton and Kelowna, he'd have moved to the Kootenays long ago. We promised to boost him around and about, and so he happily cruised away at periscope depth, after explaining this his marked English accent was the result of three years in prep school just off Victoria . . . we're sorry, but we'd forgotten to bring our cameras, too!

Recommendations in Kelowna, B.C.

ELLIS LODGE HOTEL

483 Lawrence Avenue — Kelowna, B.C.

This is a small Hotel, on Lawrence Avenue, which is just one short block South of the Post Office, at the corner of Ellis street.

There are rooms with or without private bath.

It is a most hospitable and comfortable stopping place, and we know you will be quite happy here. Wire or telephone ahead for reservation, especially during rush season. Phone 2766.

Ellis Lodge Hotel — Mrs. Sara Irving
Kelowna, B.C.

Ask Us . . . We Live Here!

And we do a lot of our shopping for foodstuffs at Gordon's Super-Valu Food Market in Kelowna.

We like the quality of their grocery stocks . . . the freshness of fruits and vegetables, always so attractively displayed . . . and the "Top" brand of all meats, whether fresh or cured.

By the way, they've an amazing selection of those attractively boxed English and Scotch biscuits, in anything from half-pound to five-pound sizes. They're delicious, and so handy if you're travelling. No mussy bags to break open!

There's scads of PARKING SPACE right next to the store, and they're awfully nice about packing your groceries out to the car—if you're one of the "weaker" sex.

Can't miss it—it's right on Bernard Avenue (the main street of Kelowna) on the right hand side as you drive North toward Vernon . . . Look for the big name sign:

SUPER-VALU FOOD MARKET in KELOWNA, B.C.

Another "Digest" Recommendation:

Benny's Service

On Vernon Road (Highway 97 going North) Kelowna, B.C.

Specializing in Tune-Up and Ignition Work
Dependable Mechanical Service on All Cars

B.A. PRODUCTS

Note to Tourists: This Garage is open all day Wednesday when Garages in Kelowna are closed for repairs.

Close to Auto Courts — "Pick-Up" and "Delivery" on Cars
Lubrications — Washing — Oil Changes

Phone 3380 — Kelowna, B.C.

Red Top Auto Court . . .

. . . on the Vernon Road at North end of Town. This is a very good Court, well-appointed in every respect. Units are housekeeping-equipped, with electric rangettes, etc., and we have no hesitancy in recommending it. Phone 2550 for reservations.

Recommendations in Kelowna, B.C.



Cosmetics? . . . Perfumes? . . . Sun-Tan Lotions? . . .

. . . you'll find them all at Brown's Prescription Pharmacy Ltd., which is right on Bernard Avenue in Kelowna, opposite the Post Office.

Do you like Old Country soaps and powders and shaving things? They're here too. And if you've a favorite cosmetic maker, chances are you'll find their products on the shelves, as stocks include Yardley, Lucien Le Long, Harriet Hubbard Ayer, Chanel, Richard Hudnut, and others.

If you stay in our Sunny Okanagan very long, you're bound to need some Sun Tan Creams and Lotions and a pair of Sun Glasses, so pick them up here. It's to be hoped First Aid supplies won't be needed . . . but . . . if they are, here they are!

There is a Complete Prescription Service, of course. We of the Digest take a great deal of pleasure in personally recommending this Shop to you, as we live in this district in the winter months, and have found Mr. Long extremely nice to do business with.

Brown's Prescription Pharmacy Ltd. — Kelowna, B.C.

Phone 2180

H. R. Long, Ph.C.

Oh Dear Me . . . Crumpets and Tea!

Probably some of our American friends will wonder what we're talking about now . . . so we'll try to make things clear. According to the English Concise Dictionary, a "crumpet" is "a sort of muffin or tea cake, very light and spongy." We can't improve much on that explanation—but can assure you that when they are served piping hot, with plenty of butter and strawberry jam, they're delicious. Try them when you're in Kelowna, along with a cup of English-brewed tea!

Besides Crumpets they also serve delicious French Pastries, toasted butterhorns, and feature Special Light Meals throughout the day, from 9:00 a.m. until 10:30 p.m.

DELICATESSEN SHOP: This year (1954) they are opening their Delicatessen department, which will have a variety of Cold Meats, Salads of all types, vegetable Jellies, Cheeses, etc., and these will be available from 9:00 a.m. till 10:30 p.m. Roast Chicken is available **if ordered in advance.**

Almost forgot to add that they have the nicest Bakery in town, so if you are doing your own catering, get home-fresh breads, cakes, pies and all the other goodies they sell. Look for the shop on the Main Street (Bernard Avenue) in Kelowna, near Safeway shop.

For Tops in Car Service in Kelowna:

LIPSETT MOTORS

IMPERIAL OIL PRODUCTS

CHRYSLER-PLYMOUTH DEALERS

Lubrication - Washing - Repairs

"A First-Class Job Every Time"

TOWING - PHONE 232 - —ON MAIN STREET, KELOWNA

And also Imperial Service Station opposite Ellis Lodge Hotel

RECOMMENDATIONS FOR KELOWNA, B.C.

CARLSON'S MOTEL

Carlson's Motel is one of British Columbia's better courts, with a four-star provincial rating, recommended by Duncan Hines, the A.A.A. and freely recommended by us.

Located right beside Highway 97, a little over a mile from Kelowna's main Shopping Centre, these recently new, ultra-modern cottages are almost fireproof, and are substantially built and thoroughly insulated for complete all year comfort. Each unit has an all-electric Kitchenette, with stove, refrigerator, ample hot water, toaster and fan. All units have oil heat, as required.

Furnishings throughout are excellent, with especially good spring mattresses, custom made chairs and davenports. Each has private shower or Pembroke tub bath, and a full line of dishes and cooking utensils are supplied to all.

The units are variously arranged with twin beds, two double beds, or double bed and convertible davenport, as desired.

For reservations write Box 241, Kelowna, or phone 2996 or 3883, Kelowna, B.C.

and

under the same management

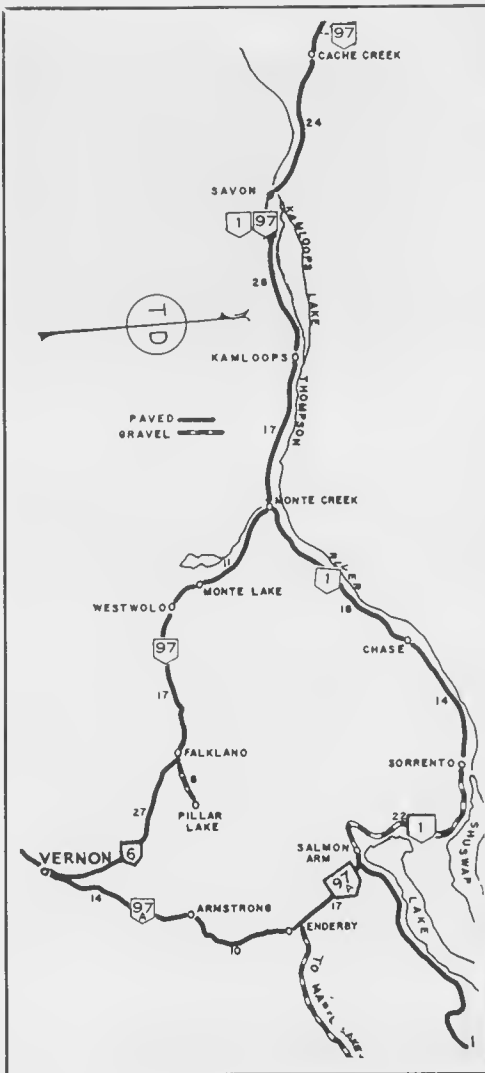
Lakeshore Inn Cabins and Resort

This Resort is located right beside Highway 97, half-way between Kelowna and Vernon on beautiful Woods Lake.

Housekeeping Cottages ranging from one to three rooms per unit are located right beside the water. The cabins are not the luxurious type, but are comfortable, freshly redecorated each year, and clean. Some are Modern, with flush toilets, sinks and basins, while Central flush toilets, hot and cold showers serve the rest. All units have good spring mattresses and everything is supplied in the way of bedding, dishes, cooking utensils, etc. Cabins accommodate from two to five persons.

"Lakeshore Inn" is often referred to by people who should know, as one of the beauty spots of British Columbia. There is nearly five acres of playground, much of it shaded by wide-spreading Silver Poplars. It is a paradise for children who play under the trees, or along the beach, or go boating, swimming or fishing. There is a good float and diving board for guests and plenty of boats for hire. Trout fishing is excellent in season. A good Coffee Counter and gas stations and garage are closely adjacent. There are no mosquitoes at "Lakeshore Inn".

For Reservations, writ Box 241, Kelowna or phone 2501, Winfield, B.C.



Holiday at KALWOOD INN

on
Highway
No. 97
at Oyama
Junction
on Kalamalka
and Woods
Lakes

* * *
CABINS
and
ROOMS

Trailer and
Tent Camp

* * *
Coffee Shop

"Good Food
Always"

* * *
Texaco
Products
Service
Station

Under New
Management of
Mr. and Mrs.
P. J. Walker
Telephone
Oyama 3518

* * *
Stop a few days
and enjoy our

Fishing
Swimming
Boating
Wonderful
Loafing

"Relax and Live"

Summer . . .

Lingers Longer *in* VERNON

Why Don't You?



Vernon, a graduate from the olden days of "Priest Valley", and a Hudson's Bay Trading Post over eighty years ago, with a population of sixty—now blossoms forth as a modern city of over 8,500 happy residents!

Nestling in the North Okanagan Valley, it's a pleasing place for rest, relaxation or residence. Old Sol more than smiles on Vernon—he lets go with over two thousand hours of sunshine annually—which accounts for the "Mahogany Sun Tan" prevalent upon the beaming countenances of all and sundry.

No matter what you favour in the way of a vacation, you should find it here. Bathing or boating at beautiful Kalamalka Lake, just a few minutes' drive from the city centre, is unbeatable. Kalamalka Lake is spectacular in its beauty of color—greens and blues so vivid that you have to see to believe them.

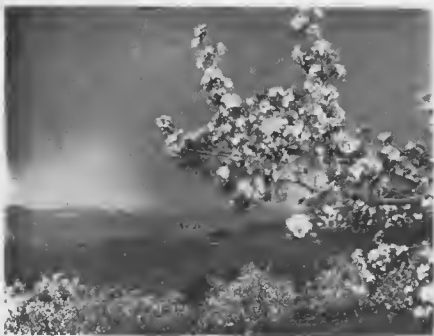
Fishing: Kamloops Trout up to twenty pounds are taken on the troll in Mabel, Shuswap, the Okanagan and Pillar Lakes, all within easy reach of Vernon, over good secondary roads. For Fly Fishing, Sugar Lake offers some real sport, and though the fish may be smaller, they're fighters!

Pheasant Hunting: Nowhere do these ring-necked mongolians thrive better, become more numerous, more crafty, than in the northern part of the Okanagan Valley.

Big Game Hunting: Mule deer and black bear are plentiful in the nearby hills, and Grizzly are obtainable if properly hunted.

Rest and Relax . . .

COME TO



VERNON!

For Your

- Vacation
- Fishing
- Hunting
- Riding
- Lazing

A Minute's Reading of Facts About Vernon

Incorporated 1892. Population 8,500 in city—22,000 in outlying districts.

Over \$7,500,000 value of Fruit, Vegetables, Grain and Seed Crops and \$6,000,000 from Dairy, Mixed Farming, Poultry and Egg Operations annually.

The largest Fruit Packing and Cold Storage Plant in the British Empire is that of the Vernon Fruit Union, and the Coldstream Ranch, five miles East of Vernon, is the largest fruit farm in the British Empire.

Also home of Canada's Greatest Cannery and Dehydrating Plant, Bulmans Limited, who supplied the Allied Air Forces from the South Pacific to Murmansk with their products during wartime.



Sports: The Vernon Golf Club operates a nine-hole Golf Course with excellent Club facilities just outside the city's southeastern limits. The Vernon Country Club, on Kalamalka Lake, provides opportunities for tennis, swimming and boating. A Yacht Club has been recently formed, with headquarters at Okanagan Lake.

Ski-ing: For seven months of year on Silver Star Mountain.

Parks: The city maintains eight parks and playgrounds within the city limits, and a public bathing beach on Kalamalka Lake, 2½ miles from the city. Also Kinsmen Beach at Okanagan Landing, 4 miles from city. Polson Park, in the heart of the city, has a children's wading pool, tennis courts, bowling greens, acres of lawns, flower gardens, a landscaped creek channel, artificial waterfalls, tree lined walks and drives, picnic grounds and sports-fish rearing ponds, all for your use and enjoyment at no charge.

. . . in Our Sunshine

BELMONT MOTEL



This Bungalow Court has twelve housekeeping units, each with hot water heating, living room with chesterfield and easy chairs, and Murphy bed . . . a bedroom with either twin or double beds . . . kitchen with either gas or electric rangette and complete facilities for housekeeping. Private bathroom with shower, etc. Each unit has a Frigidaire.

There are also several beautiful new motel units, without kitchens which have twin or double beds and bathroom, and are luxuriously appointed throughout.

The Court is centrally located, but in a quiet area, four blocks west of the Hudson's Bay Company, on the Main Street of Vernon. It's well worth taking an extra couple of minutes to locate it. For reservations: write, wire or phone:

Belmont Motel Court, Vernon, B.C. — Dial 3902

****Star Government Rating :: Recommended by Duncan Hines
Member A.A.A.

Did you ever stop to think . . .

. . . that it could be pleasantly profitable when you're touring to do your shopping at some of the shops in our smaller cities and centres? Of course, you can save . . . no high rents in comparison . . . no "high pressure" salesfolk!

So . . . if you are remotely interested in Furs we personally recommend Wilson's Furs in Vernon, where we ourselves have dealt. Whether it's a sumptuous coat or an unpretentious fur . . . you're sure of quality if you follow Mr. Wilson's counsel.

The store is at **3102—32nd Street**, in Vernon, which is on Highway 27, a block from Main avenue of town, and next to the Viel and Field Sport Shop. You can't miss it . . . if you look!

Wilson Furs

SPECIALISTS IN FINE FURS

Orchardleigh Lodge ... OVERLOOKING



Beautiful
Lake
Kalamalka

* * *

Fishing

Boating

Private Beach

* * *

The Lodge is fully modern, and has spacious lounges . . . a dining room with lake and mountain vista . . . cool bedrooms with top-quality beds and linens. Home-cooked food is at its best here, with tastefully prepared meals of abundant proportions and a variety of fresh fruits and vegetables from the gardens. Steak and chicken dinners are served regularly, and you won't go hungry here:

There's a private beach . . . free boats . . . excellent swimming facilities . . . good fishing . . . and wonderful pheasant shooting in season. We can think of no nicer place for a holiday than "Orchardleigh", and Jack and Lois Toms, the new Owner-Managers, will make you warmly welcome. Rates are pleasantly reasonable.

How to Get Here: If coming from South on Highway 97, look for signs at Turn-off road (just after passing the lookout point) and drive down to lake and follow signs. From town, go out on Highway No. 6 (toward Lumby) and turn right at Coldstream highway sign and follow signs to Lodge.

"OVERNIGHT GUESTS WELCOMED"

For Reservations Contact:

Orchardleigh Lodge

— Telephone 2212 —

Vernon, B.C.

A Delightful Little Shop . . .

. . . that's "The Candlestick" in Vernon, on Barnard Avenue, just opposite Capitol Motors.

They've lovely gift items, including exquisite Pottery from Denmark . . . Hand-etched Crystal . . . Canadian Crafts in wood . . . Hand-woven Luncheon Sets and Towels . . . Hand-wrought Silver Brooches, Pins and Earrings . . . Fantasy Copper in trays, bowls, and planters . . . Indian Woven Baskets and Totems. And, to enhance your gifts, Distinctive Wrappings and Greeting Cards.



When in Vernon, don't overlook:

THE CANDLESTICK

VERNON, B.C.



VERNON, BRITISH COLUMBIA

Importers and Exporters
of
ENGLISH BONE CHINA



SPODE - WEDGWOOD - ROYAL DOULTON
ROYAL CROWN DERBY
BELLEEK - ROYAL ALBERT - AYNLEY
PARAGON
ROYAL CHELSEA - ROYAL WORCESTER



ALSO
STERLING FLATWARE
SILVER SHEFFIELD REPRODUCTIONS

"Illustrated Booklet sent free on Request"



YOU ARE INVITED TO VISIT OUR
NEW AND MODERNISTIC STORE
"THE GIFT HOUSE OF THE OKANAGAN"

The Okanagan Bakery and Cafe



GOOD FOOD . . . PLEASINGLY SERVED IN ATTRACTIVE SURROUNDINGS . . .

You couldn't ask for a better combination . . . and it awaits you at The Okanagan Bakery and Cafe in Vernon. (On Main Street, opposite Canadian Bank of Commerce. Look for the big Neon Sign).

It isn't new . . . they've been in business over thirty years, and in 1953 Miss Alice Mann was given the Award "Restaurateur of the Year" by the Canadian Restaurant Association. She well justifies it for nowhere is food more tastily and courteously served. The Cafe is attractive and eye-pleasing in decor with its walls of soft grey, and green and rich maroon . . . natural tones in woodwork and blending shades in upholstery. There is both Booth and Coffee Counter Service.

It has long been famous for its fine Tea and Coffee and you'll find the menu equally attractive. Salads . . . cold plate luncheons . . . full course meals . . . or fine T-bone steaks are all of high quality. There's a soda fountain, too.

If you're staying at a Motor Court you'll be interested in the Bakery and Confectionery products, which include delectable pies and breads of many varieties, as well as cakes, doughnuts, cookies, etc. Hours are from 7:00 a.m. to 11:30 p.m.

If the proof of the pudding is in the eating, why not try:

OKANAGAN BAKERY AND CAFE

Owned and Operated by

Miss Alice Mann

"Restaurateur of the Year (1953) Award"

MARTIN'S MOTEL . . . on Highway No. 97

Another new Court, situated in a shady grove of Cedars, at North Entrance to town, about a mile from the city centre.

The Motels accommodate four to five persons, and each has Kitchen with Gas Range, full housekeeping facilities . . . a large living room with bed-chesterfield, etc., attractive bedroom and bathroom with shower.

The Court is quite attractive and its location promises a quiet rest. Rates are okay. Look for the sign on left as you come in from Kamloops direction, or on right going North on highway.

Martin's Motel Mr. and Mrs. E. Martin Phone Vernon 2279

Tourist Information Centre on Highway No. 97

VERNON ESSO SERVICE

At the Junction of Highways No. 97 and 97-A
5 Miles North of Vernon — Ample Parking Space

Atlas Tires and Batteries - Car Washing - Lube Jobs
Fast, Dependable Service — Telephone Vernon 5558

Looking for . . .

Perfumes . . . English Toiletries . . . Magazines

If you are, you'll find it pleasant to shop at Mickelson's Pharmacy Ltd., which is right between the Okanagan Cafe and F. B. Jacques shop, both recommendations of ours.

They've a nice selection of refreshing colognes, Yardley perfumes, soaps, cosmetics, etc., together with some of the better American lines. Drop in when you're in Vernon and pick up your favorite magazines . . . chocolates, and film supplies.

MICKELSON'S PHARMACY LTD.

On Barnard Ave. in Vernon — Next to F. B. Jacques

COLDSTREAM COURT RESORT . . .

. . . has an enviable location, being near the shores of Lovely Lake Kalamalka, about two miles south of Vernon.

There are seven modern housekeeping units, housing from two to six persons, and they're spic n' span, and well furnished throughout, with plenty housekeeping equipment.

The Camp Store takes care of all your grocery and meat needs . . . they stock just about everything . . . and George and Jean Hegler, your Host and Hostess are as nice as they come. You'll like Coldstream . . . as much as we do! For reservations, write Coldstream Court Resort, Vernon, B.C., or telephone Vernon 2847.

Magic Carpet of the Interior

We sometimes feel like going into rhapsodies about some of the shops we find . . . and this seems to be an occasion for giving vent to our feelings!

We have been recommending the Shop of "F. B. Jacques & Son" in Vernon, for many years, for it has always had an outstanding reputation for quality. But last year they took the old store, built in 1889, and did a complete "turn-about" with it, which leaves us amazed.

Tourists and local folks alike will thrill and marvel at this new, fashionable and modernistic Gift Centre. Plans and dreams have materialized into an "Alice-in-Wonderland" store, where China, Crystal and Exquisite Gift Items are lavishly displayed.

The Upper Floor Salon is devoted to displays of China . . . the famous Jasper and Royal Blue Wedgwood . . . the traditional Red and Blue Mikado pattern of Royal Crown Derby . . . Spode and Wedgwood Dinnerware . . . and to accompany these, an array of gleaming Crystal Stem-Ware to compliment every setting. Lovely, stately Flatware complete "a table fit for a Queen".

The Main Floor is devoted to Jewellery, Watches, Diamond Rings, Silver Holloware . . . and a selection of Gifts which includes Original Hummel Figures . . . Flemish Copper . . . Royal Worcester Figurines . . . Gouda Ware . . . Delft Pottery . . . and hosts of other lovely things, garnered from the four corners of the earth.

On the mezzanine Floor, a spacious and attractive Ladies Lounge awaits the relaxation of the ladies who are travelling.

Mr. George Jacques has bought the most unique and beautiful items obtainable . . . for your selection and pleasure. You'll enjoy a visit to "The Tiffany's of the Okanagan."

F. B. Jacques & Son

VERNON, B. C.

DODGE and DESOTO SALES and SERVICE

SHILLAM GARAGE LTD.

VERNON, B.C.

COURTEOUS AND PROMPT SERVICE TO TOURISTS
TOWING SERVICE DAY AND NIGHT

Official A.A.A. Garage

One Block from Post Office :: One Block from Highway 91

Phones: 2911 - 2912 Daytime — Evening 5690

Recommendations in Lumby and District

MONASHEE HOTEL . . .

. . . at Lumby, sixteen miles east of Vernon, quietly situated off highway No. 6 (which, incidentally, is paved from Vernon to Lumby).

Each unit has very comfortable living-room-kitchen, with davenport type chesterfield suite, a spic n' span kitchen with both electric hot plate and wood stove . . . a large bedroom and bathroom. There's constant hot water . . . everything about the place is meticulous, and we are sure you'll enjoy visiting here. Telephone or write for reservations.

Monashee Motel

Mrs. Gladys Duke

Lumby, B.C.

"B.C. Government Four-Star Rating — Member A.A.A."

FOR FISHING & HUNTING INFORMATION
CALL IN AT

CEC'S SERVICE STATION

Lumby, B.C. — Phone 2926

IMPERIAL "ESSO" PRODUCTS

Atlas Tires . . . Batteries and Accessories

Repairs to all Makes . . . Lubes, etc.

NAP'S CAFE . . .

. . . and Pool Room . . . it's on the Main Street of town and they have both Booth and Counter Service.

They make a specialty of their home-made pies, and the sample we had was "as good as mother used to make before we got television". The cooking is done by women and they treat steaks and chops in a nice way! Open from 8:00 a.m. until 1:00 a.m. every day except Tuesday. Well, if you want to while away a happy hour playing a game of Pool, this is the place).

TOURIST INFORMATION!

Pay and Save Food Market

Joe Martin, Prop.

Groceries . . . Meats . . . Vegetables . . . Frozen Foods

LOCKER SERVICE

"LET US FREEZE YOUR FISH AND GAME"

AT LAVINGTON, B.C.

10 Miles East of Vernon on Highway No. 6

HENRI'S SHOPPING CENTRE

A "One-Stop" Shopping Service . . . We sell most everything! Stock up here for your Fishing, Hunting or Holiday Trip

Drop in en route for a Coke or Ice Cream—Glad to see you!

Get Out the Line - Hang Out the Sign

"GONE FISHIN" !! then head for LUMBY, B.C.



If you'll believe the folks who write the Digest, there IS GOOD FISHING in this area. Lumby is sixteen miles east of Vernon, over Paved Highway No. 6, and worth going to see, if only for the scenery en route. Tucked away among forest-clad mountains, its lakes and streams abound with Trout of several species.

Half a dozen lakes are reached within an hours' drive or less. Echo Lake is 14 miles east . . . Sugar Lake 25 . . . Mabel Lake about 30 miles . . . and each has good boats, motors, and cabins for rent. Rainbow Trout can be taken on troll or fly in any of these lakes. For Eastern Trout, try the Inner-oaklin River . . . McIntyre Lake . . . or Slow Creek, all of which are on the Monashee Pass Highway. You've never fished in more beautiful surroundings, and with any sort of luck, you'll have no

complaints. If you like Salmon Fishing, try it below Shuswap Falls (about 14 miles from Lumby) during Late August or early September. It's a thrill you won't forget!

We don't do any BIG GAME HUNTING OR BIRD SHOOTING . . . but have pals who do. They tell us that within a couple of hours' drive they can be out in the hills setting their sights on Black or Grizzly Bear . . . White and Mule Tail Deer . . . Caribou . . . Elk . . . and Geese, Ducks, Willow and Blue Grouse are fairly plentiful in season.

You can get first-hand information from either Cece Wills who has Cec's Imperial Oil Service Station at Lumby, or from Johnny Martin, at the Pay and Save Food Market in town.

It seems to us that you could do far worse than make Lumby your headquarters for holidays . . . especially if you like fishing or hunting . . . or even just want to relax quietly.

THE MONASHEE HIGHWAY

"The Shortest and Most Scenic Route from Vernon to Nelson, B.C.

No question about it, the Monashee Pass route is really something scenically . . . there's nothing finer in British Columbia. Besides which, you save about a hundred miles of travel, versus the route to Nelson via the Okanagan and Grand Forks, Rossland and Trail, from Vernon. Highway No. 6 is paved from Vernon to Lumby, and from then on is gravelled. You can't do fifty miles an hour on it, but you can drive it enjoyably if you take your time and see what you've come a long way to see! It's mountainous and curvy in sections, and a couple of free Ferry trips are thrown in en route (it's a shuttle service operating continuously). You go through the lush Arrow Lakes country, via Needles, Nakusp, New Denver, Slocan and then to Nelson . . . some 200 miles in all. If you don't want to make the entire trip . . . pack a picnic lunch and go as far as Nakusp and back to Lumby for the night. You'll enjoy it!

This page has been Sponsored by the Lumby Timber Co. Ltd., H. Sigalet and Co. Ltd., and Bell Pole Co. Ltd., all of Lumby, B.C., who like Lumby, and hope you'll like it too!

RECOMMENDATIONS ON HIGHWAY 97 FALKLAND TO MONTE LAKE, B.C.

Kam-Ver-Lando Auto Court . . .

. . . this Court is at Falkland, B.C., 28 miles from Vernon and 44 miles from Kamloops, about 100 yards off Highway 97. It is quiet, shady and cool in summer.

Units have either one or two bedrooms . . . combined Kitchen-Living Room, which has Bed-Chesterfield, and complete Housekeeping facilities. Bathroom has shower, toilet and basin. Electric Hot Water Heating ensures ample supply. Electric Plates and also good Wood Stoves for cooking.

This is one of the best Courts on this Highway.

For Reservations: Phone or Wire

KAM-VER-LANDO AUTO COURT

FALKLAND, B.C.

Branch Hotel and Coffee Shop . . .

. . . At Falkland, B.C., on Highway 97. The Coffee Shop is very good . . . exceptionally clean . . . and is open from 7.30 a.m. till Midnight. They serve Breakfast, special Full Course Meals at Noon and Evening, and in between times you can get Salads, Steaks, Sandwiches, Snacks, to suit your taste, as well as plenty of Ice Cream.

Some Rooms in Hotel have Private Bath, others Hot and Cold running water.

Pillar Lake Fishing Camp . . .

. . . is just 8 miles from Falkland, and an excellent Resort, for both Fishermen and Vacationers alike. There are three De-Luxe Cottages, just built this year, which overlook the lake, and are exceptionally well appointed for a Fishing Camp. In fact, they are just about as "De-Luxe" as we have seen in this sort of Resort. All are fully modern . . . lovely Living Room overlooking the Lake . . . with everything for Housekeeping.

There's Cottages less de-luxe, at very reasonable rates, and these, too, are on the lake. Boats, fishing tackle, and a small Store with Campers Supplies are available. Under Management of Mr. and Mrs. Albert Moser, and Reservations can be made through the Store at Falkland.

At Monte Lake . . . "9-T-7 Tourist Camp & Coffee Shop

This is a Camp and Coffee Shop right on the shore of Monte Lake, on Highway 97. There are four modern Units . . . not the "Fancy" type, but they are comfortable and clean. They accommodate up to four persons, with one bedroom with either twin or double beds, and a Bed-Chesterfield in the Kitchen. Electric Rangettes and full Housekeeping Equipment, Private Bathroom.

There's also some Semi-Modern Units which are fully equipped for Housekeeping, which are served by Central facilities. Rates are very reasonable.

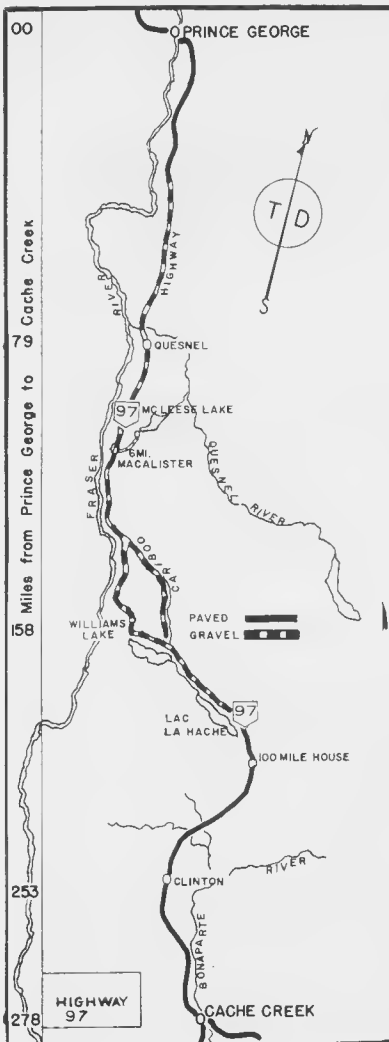
There's a Coffee Shop and Dining Room which we can recommend. The Store at the Camp handles a good stock of Groceries, etc.

Fishing in Monte Lake is good during the cooler months . . . and it makes a good Vacation spot, or overnight stop-over.



AND
FOR YOUR CONVENIENCE
SHELL PRODUCTS
REPAIRS :: TIRES
AUTOMOTIVE SERVICE
"9-T-7" TOURIST CAMP
MONTE LAKE, B.C.

HIGHWAY NO. 97 — Cache Creek to Prince George, B.C.



TOURIST NOTES:

For Information On
KAMLOOPS AREA
See Trans-Canada
Highway No. 1 Section.
Pages 28 — 29

For Information and
Accommodation at
Cache Creek, See:

**T. U. AUTO COURT,
LTD.**

CAFE and STORE

"Esso" Service Station
At Junction Highway No. 1
and No. 97.

FOR



SERVICE

at Lac La Hache
Stop at

VOTH BROS. GARAGE

Repairs :: Tires
Lubrication

Open till 2:00 a.m.

**COLD STORAGE
FOR GAME AND FISH**

* * *

**SEE INDEX ON PAGE 2
FOR ALL INFORMATION**

RECOMMENDATIONS IN THE CARIBOO COUNTRY

CARIBOO LODGE AND COFFEE BAR, CLINTON, B.C. 4-Star Government Rating



In our opinion, this is the Best Hotel in Clinton. Mr. Fred Hoad, the Manager, has done a lot of renovating and improving. Rooms with or without private both, and we can vouch for their comfort, cleanliness and good beds.

The Hotel Dining room is open during regular meal hours, and caters to transients as well as hotel guests. The Coffee Bar is open from 7.00 a.m. until 9.00 p.m. No matter which you choose, you'll get top quality food at reasonable prices.

For reservations, especially during Fishing and Hunting seasons, we suggest you wire or write ahead, to Cariboo Lodge, Clinton, B.C.

Les' Grill

In Centre of Town at Clinton, B.C.
On Highway No. 97 . . . 25 Miles North of Cache Creek

Newly Modernized for Your Convenience and Comfort.
Open 7:30 a.m. until 12:30 a.m. Every Day.

FEATURING: "SPECIAL THICK-CUT STEAK"—\$3.50
and Other Foods Equally Excellent

For "KODACHROME FILM" . . . Drop in at . . . CARIBOO SUPER DRUGS, LTD. IN CLINTON

Of course, there's film in black and white, too, and it might be a good idea at the same time to pick up some of "Yardley's" famous English Cosmetics . . . cleansing creams and tissues . . . sun tan lotions. For a souvenir typical of your trip see the Royal Albert Cups and Saucers with the famous "PAINTED CHASM" depicted in the pattern.

If you should need Drugs or Prescriptions, your needs will be taken care of competently.

A. O. McDonald, Mgr. :: Betty Blake, Secy.

HAPPY'S MOTEL . . .

. . . On Highway 97 at Lac La Hache, B.C.

This Motel will be open for the 1954 season, and should be one of the finest in the West.

De Luxe Units have living-room, dinette, kitchen with all amenities for housekeeping . . . propane gas cooking and heating . . . bedroom and private bathroom with shower, etc. Each accommodates up to four persons, and there are also Duplex Units which will take parties of six to eight persons.

Think you'll enjoy stopping here, as "Happy" Reeder, the Owner-Manager, has operated a Court in Pascoe, Wash., for many year, and is familiar with "tourist needs".

There's a store handy . . . and a cafe.

Happy's Motel

Lac La Hache, B.C.

"Happy" Reeder, Owner

FIR CREST RESORT . . . On Beautiful Lac La Hache

Four miles north of La La Hache Post Office, and three hundred yards off the highway, you'll find Fir Crest Resort.

Cabins are right on lakeshore and are large and comfortable, with one or two bedrooms, living room, kitchen, bathroom with shower. Everything furnished for cooking, etc.

FISHING is excellent and there's boats for hire. It's a great place for a vacation . . . wonderful for the kids . . . but "overnight" tourists are welcome, too. Milk, cream, eggs and vegetables with a farm-fresh flavor can be bought at the camp. For Reservations, contact.

Fir Crest Resort Phone care of William Lake, B.C. **John and Elsie Zirul**
330 miles from Vancouver :: 100 miles North of Cache Creek Junction

SHORE LINE MOTEL . . . At Lac La Hache, B.C.

This is a new Motel, under the management of Mr. and Mrs. Dudley G. Gunn, who formerly owned Twilight Lodge. Knowing these folks from away back, would say that you couldn't go far wrong in choosing their Motel as your stopping place. They always operate things in an A-1 way!

Write, wire or phone for reservations, or just drop in!

LAKESIDE MOTEL . . . 1 mile South of Williams Lake

. . . this is a new Motel, on Highway 97, just above the shores of Williams Lake, and a mile South of the town.

The Cottages are well appointed throughout, and are kept in spotless condition. Each has large living room . . . well equipped Kitchen, with Propane Gas cooking and all housekeeping amenities. There's a spacious bedroom, and bathroom with both tub and shower. Cottages can take care of four to five persons comfortably.

Reservations may be made by telephoning or wiring Lakeside Motel, Williams Lake, or writing to P.O. Box 785. The Court is under the Owner-Management of Fred and Lil Kozuki, and in our opinion, is another "A-1" rating.

Recommendations in the Cariboo

Sunnyside Hotel & Auto Court . . . Williams Lake, B.C.

. . . this is a new establishment at the East entrance to town, on Highway 97. Bedrooms are available in the Hotel, but without private bath. The Motor Courts, however, are first-class, and accommodate from two to six persons.

They have living room, or two bedrooms as required fully equipped kitchens with electric plates and wood stoves, and are hot-water heated in cool months.

For Reservations: Wire, or phone Williams Lake 76R5. J. C. and D. P. Buckley, Mgrs.

B.C. Government 4-Star Rating

The Bright Spot . . .

. . . is well and truly named, for it's indeed a "Bright Spot" in a search for good eating places in this Cariboo land. It's right across from the Ranch Hotel, and the food is all home-cooked, by Mrs. Coxon and Mrs. Rigbey, the owners, and it is excellent. The surroundings are spotless . . . and we are glad to recommend it to you. Brighten your trip with a meal at The Bright Spot!

Looking for "Take-Home" Gifts . . .

. . . then drop in to E. G. Woodland & Son, Jewellers, whose shop is on the main Highway, right next to the Canadian Bank of Commerce.

They have a lovely selection of Gift items, including Original Hummel Figures, Dresden Figurines, Paragon and Doulton China, and a large assortment of beautiful Cups and Saucers, as well as Exquisite Crystal and Cut Glass pieces.

Don't overlook the Sterling silver souvenir spoons, which are very reasonably priced. And, if you have developed watch troubles . . . they have a quick, yet dependable, service on repairs for tourists.

E. G. WOODLAND & SON - On Main Street - WILLIAMS LAKE, B.C.



McLEESE HUNTING AND FISHING CAMP

ON McLEESE LAKE
6 miles in from Macalister
29 miles North of Williams Lake.
50 miles South of Quesnel.

"The Big Game Mecca"

It is well known for its accessibility to good Moose, Deer and Bear country, and John Lagerquist, the camp owner, can arrange a hunting trip to suit your schedule, without having to go too far for your game. There's good Trout Fishing in McLeese, and it is especially good in Tyee Lake, a few miles away.

This is not a "luxury" camp in any way . . . but we spent a very happy holiday here last fall. Cabins are \$3.00 and \$4.00 daily, and each has large kitchen overlooking lake, plenty dishes and cooking utensils, and either one or two bedrooms. Blankets, etc., supplied. There's electric light . . . and the plumbing is outside! Good beach in front of camp . . . and a reasonable place in July and August for family holidays, we think. For further information or reservations, write:

J. LAGERQUIST — McLeese Hunting and Fishing Camp — Macalister, B.C.

RECOMMENDATIONS IN QUESNEL, B.C.



SYLVAN COURT

At North End of
Quesnel
On Highway 97

ULTRA-MODERN

B.C. Government
4-Star Rating.

This very pleasing Court offers both Hotel and Bungalow Type accommodation. The Hotel Units have either twin or double beds . . . wall-to-wall carpets . . . private bathroom with shower, etc., and the furnishings are exceptionally smart throughout . . . the beds the best you can find!

Housekeeping Bungalows are along same lines, with inclusion of Fully Equipped Kitchen, with large gas range, and a private bedroom. These accommodate up to five persons. There is gas heating through all units. This is one of Northern B.C.'s outstanding Courts.

For Reservations: Telephone Quesnel 193-R-5 or Write or Wire
Box 1369, Quesnel, B.C.

Under Management of Dorothy and Sid Haskins.

THE COFFEE SHOP AND BIRCH ROOM . . . IN QUESNELL, B.C.

You'll be glad we found this one . . . because it is a honey of a place for good foods, and both the Coffee Shop and Birch Room are spic and span . . . modern in every way . . . and there are clean rest rooms here.

They serve mouth-watering Steaks . . . Fried Chicken done to a turn . . . and crispy salads, as well as tasty sandwiches, and the usual menu items. Hours are from 7:00 a.m. 'til 10:00 p.m. CLOSED ON MONDAYS.

FOR DEPENDABLE TOURIST SERVICE STOP IN AT



PIERCE GARAGE LTD.

B - A PRODUCTS

COURTEOUS SERVICE :: REPAIRS TO ALL CARS
LUBRICATION :: WASHING

Towing Service

Phone Quesnel 195-R-1

"At South Entrance to Quesnel"

"LOOK FOR THE BIG B-A"

QUESNEL, B. C.

Two Miles North of Quesnel on Main Highway

Some very smart new Units opened this year which have propane cooking stoves and heating panels, two bedrooms, bathroom, etc., and are very comfortably furnished and equipped throughout.

For Reservations, Phone or Wire, Telephone is Quesnel 118-R-3

The Motel type are one-room with kitchen equipment including electric rangette, dishes, etc., a good bed and bathroom with shower. Three can be accommodated by use of extra roll-away bed.

For Reservations Telephone Quesnel 63-R-3, or write or wire.

COMPLETELY ELECTRIC
RADIANT HEAT
HOT WATER

"Your Congenial Hosts -
from Coast to Coast"

McWHINNIE'S & INNES'S

FULLY
MODERN

☆☆☆☆
Highland Glen
Court
DELUXE UNITS
755 FRONT ST.
BOX-1768
QUESNEL, B.C.

**FOUR-STAR
RATING**

Each Unit has

- Bedroom
- Bathroom
- Kitchen
- Electric Range
- Accommodates up to 5

For Reservations, Telephone Quesnel 25-X

HIGHLAND GLEN COURT

Box 1768, Quesnel, B.C.

PRINCE GEORGE AUTO COURT . . .

. . . This is a very pleasant, hospitable Court, a few blocks from City Centre in Prince George, where we enjoyed holidaying last fall.

There are two types of accommodation . . . Fully modern and semi. The former are large units with living room and bed-chestfield, a bedroom, full bathroom, and spacious kitchen which has all housekeeping amenities, including a G.E. "Executive" Refrigerator and Sink unit. Smaller cottages are built of "Kwik-Lok" . . . have one bedroom and a kitchen-living room. They are very well furnished and are priced lower, for those who are travelling more economically. Rest Rooms and Showers, whilst Central, are meticulous.

In our opinion, this is an A-1 camp for comfort, cleanliness and courtesy, and Mr. and Mrs. Pat Dumont, owner-managers, will make you welcome.

LOCATION At CORNER OF 17th AVE. and INGLEDEW STREETS. DRIVE UP GEORGE STREET TO FIRE HALL (7 blocks) then left up hill to Catholic Church, then right 3 blocks to Court. Reservations can be made by wire, letter or phone.

**PRINCE GEORGE AUTO COURT — Phone 239-Y-2 — P.O. Box 1349
PRINCE GEORGE, B.C.**

WELCOME TOURISTS!

Visit the Home

Of Genuine "Ford" Parts and Service

Prince George Motors Ltd.

Esso Gasoline

Ford and Monarch Cars

Tourist and Highway Information

Phone 282

George and Fifth

"Bill Ranby's Friendly Service"

PINE GROVE MOTEL . . .

. . . This is another New Court on the John Hart Highway No. 97, 1.5 miles north of Prince George (next to Frenchie's Cafe).

Cottages are individual type, which makes for quietness, and are of "Kwik-Lok" construction, with logs of veneer finish in interior. Each has Kitchen with Propane Gas cooking range . . . bedroom and living room, and bathroom with shower, etc. Propane Gas heating.

Units accommodate up to five persons, and it's handy to town . . . is kept spotless . . . and we think you'll enjoy it.

B.C. Government Four Star Rating—Member of ACRA

For Reservations: Write, Wire or Phone:

Pine Grove Motel — Mr. and Mrs. E. Neil — Prince George, B.C.



"Went Fishin"

Went Fishing, Prince George

Picnic-Site at Heart Lake
on John Hart Highway.



View of Fraser River
At Prince George



Imperial Moose found
in our area.

River Boats opposite
Fort McLeod Mile
Hart Highway.



RECOMMENDATIONS AT PRINCE GEORGE, B.C.

"Prince George's Newest & Most Modern Court"

THE
RIVERVIEW AUTO COURT

PRINCE GEORGE, B.C.

Situated at North End of Town on Nechako Hill
(Just Left of John Hart Highway after crossing Bridge)

- 25 Individual Units.
- New and Modern in every way.
- Accommodate 2 to 6 persons.
- One or two bedrooms, as preferred.
- Propane Gas Cooking and Heating.
- Well-appointed throughout.
- Bathroom with Shower, basin and toilet.
- Gas and Oil Service Station on Premises.

This Court is open all year, and the cottages are well heated

As comfortable in January as in July.

For Reservations, write, wire or phone:

RIVERVIEW AUTO COURT, Prince George, B.C.

Manager: C. A. MAIER

HUDSON'S BAY

Point

BLANKETS

- ENGLISH CHINA
- WOOLLENS
- A COMPLETE
DEPARTMENT STORE

Hudson's Bay Company.

INCORPORATED 27th MAY 1870.

PRINCE GEORGE

BRITISH COLUMBIA

SUGGESTED STOPPING PLACES - PRINCE GEORGE TO PRINCE RUPERT, B.C.

Vanderhoof: Buena Vista Auto Court. 1/2 mile from Town. Modern

Tel'kwa, B.C.: Telkwa Hotel. Good Rooms and Dining Room.

New Hazelton, B.C.: New Hazelton Hotel. Hear good reports on this.

Mountain View Resort: Lodge with rooms and Cafe. 50 miles East of Terrace.

Terrace, B.C.: The Motel Cabins. D. R. on premises. Member A.A.A.
Also Blue Gables Auto Court, just West of Town. Kully Modern.

Prince George

IN BRITISH COLUMBIA



The particular charm of the Central Interior of British Columbia, in which Prince George is situated, can be rivalled nowhere in the world.

This is a land of pine-scented air, where mile after mile of coniferous trees merge into the still blue haze of the far horizon. Here the bustle and noise of the big city are as remote and out of place as a horse and cart on New York's Fifth Avenue.

Prince George is the junction point servicing all highway traffic from the south, north and west; here also, is mile zero of the Hart Highway to Dawson Creek where it connects with the Alaska Highway. The provincial highway from Prince George to Prince Rupert is well travelled and serves a large population. Highways from all parts of British Columbia and the United States connect with the historic Cariboo Highway at Cache Creek, making this not only the shortest route to Alaska, but one of the busiest highways in British Columbia.

Summit Lake, 30 miles north of Prince George, marks the Arctic Divide, and from this point waters flow north into the Arctic Ocean and south into the Pacific. Here there is excellent fishing and hunting in season. From Prince George some of the largest lakes in the province can be reached by car. Stuart Lake 50 miles long is one.

Prince George is situated almost at the geographical centre of British Columbia at the confluence of the Fraser and Nechako Rivers. The present city of Prince George was incorporated in 1915. The site where the city now stands, was occupied successively by an Indian village, called Lheitli and a Hudson's Bay post, called Fort George.

GATEWAY TO A NEW PLAYGROUND

FISHERMAN'S

PARADISE!

Happy Hunting Ground!



Prince George's early history is linked with the names of some of Canada's greatest explorers. Alexander Mackenzie visited the settlement in the first overland trip across Canada in 1792 and 1793. Simon Fraser founded Fort George in 1807 and used it as his base for exploration of the Fraser River in 1808. One of the early factors who carried on the fur trade with the Indians was Peter Skene Ogden, who, through the course of his adventurous life, travelled on foot or on orseback all through New Caledonia, as Central British Columbia was then called. A life sized statue of Peter Skene Ogden adorns the Brigham Young Monument in Salt Lake City and the city of Ogden, Utah is named after him.

During and following the days of the Cariboo Gold Rush, Fort George became a rip-roaring, wide-open settlement and boasted the longest bar in the world in the hotel at South Fort George. Prince George is now the largest city in the Central Interior of British Columbia. It is the distributing, administrative, banking, commercial and transportation centre of an immense territory stretching to the northern boundaries of the Province. With a population today of around 12,000, the friendly city of Prince George offers many opportunities to enterprising businessmen and is an ideal place for children, the surrounding country being a natural playground.

Prince George is destined to be one of the most important cities in Canada. With railways, highways and air-services radiating in every direction, it will become a distributing centre unsurpassed among the growing cities of the Dominion.

All communications should be addressed to The Secretary, Prince George Board of Trade, who will gladly supply illustrated folder on application.

The *Sportsman's* SHOP

Headquarters for Licensed Guides in this Area.

We make **ALL** arrangements for
Big Game Hunting

"Everything for the Sportsman"

The Only Exclusive Sports Shop in Prince George

Let us take care of your requirements.

Fishing — Hunting — Holidaying Information
at

415 George Street

Prince George, B.C.

A Special "Digest" Recommendation . . .

Service Dry Cleaners and Tailors

Prince George, B.C.

Here we got the BEST Dry Cleaning we have had done for quite some time when travelling . . . a real top-quality job! They will pick up your clothes . . . clean them . . . and deliver them back to your Court or Hotel within 12 hours, or you can take them in by 9:00 a.m. and have them out by 6:00 p.m.

1074 - 6th Ave. Prince George, B.C. Phone 399-X-1

We Ship Game to All Points in U.S. and Canada

GOSSE COLD STORAGE LTD.

1395 - 4th Avenue

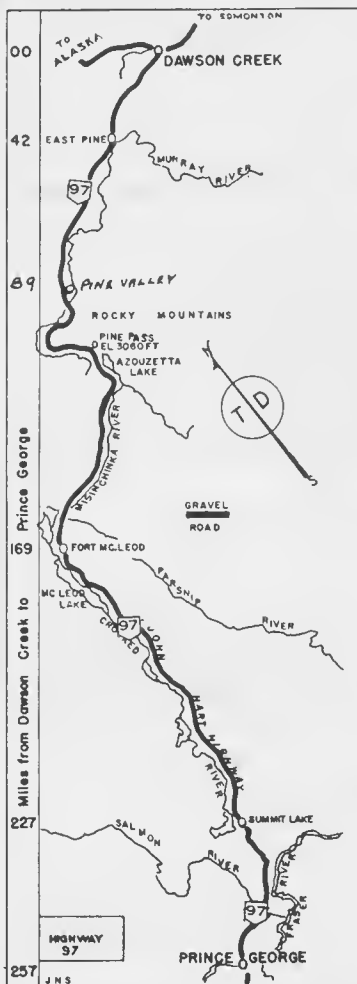
Prince George, B.C.

(One block from Main Street)

"Let Us Freeze Your Fish & Game for You"

We also carry a stock of
Fine Quality Fresh Meats — Fruits — Vegetables
"Steaks Cut to Your Order"

THE JOHN HART HIGHWAY — 97



**FOR
EXCELLENT FOOD**

★ ★ ★

GOOD CABINS

★ ★ ★

**PLAN TO STAY
at
CROOKED RIVER
CABINS**

**75 Miles North of
Prince George
on
John-Hart Highway 97**

**Dining Room
and
Coffee Counter**

**New, Modern Cabins
Housekeeping Equipped
Plenty of Hot Water
Private Bathrooms
Accommodate up to Six
Persons**

**GOOD TROUT FISH-
ING ON THE RIVER
OR LAKE
FIRST-CLASS BOATS
AND MOTORS**

**"IMPERIAL OIL
PRODUCTS"**

**Tires, Minor Repairs,
Lubes
Belsham & Knust, Mgrs.**

NORTHWAY ESSO SERVICE

122 George St.

Prince George, B.C.

YOUR IMPERIAL ESSO DEALER



LUBRICATION — WASHING — POLISHING

"Open Every Day"

Gift Shop

Across from Macdonald Hotel

Souvenirs and Fine English Bone China

Gifts of All Kinds

THE McDONALD HOTEL

PRINCE GEORGE'S FINEST

DINING ROOM — FINE FOOD

Complete Service

Member of AAA and ACT

On John Hart Highway (97) — 7 Miles North of Prince George

Woodland Service

B-A PRODUCTS

All type of Automotive Repair Work "Specializing in English Cars"

NOTE TO TOURIST: We expect by the tourist season of 1954 to have three of four cabins available for Guests. They will be comfortable, but bathroom facilities may still be "central", full house-keeping kitchens, the best of beds, etc. You'll find our location quiet . . . and there's plenty of cool, shady trees. We shall appreciate your business. Cafe on premises.

"Under Management of Grimmond and Robertson

WELCOME
TO
PRINCE GEORGE



DINE
At The
EMBASSY CAFE

BEEF STEAKS
DELICIOUS SANDWICHES
CHINESE CUISINE

"At Its Best"

1180 3rd Avenue

Phone 153-Y-1

THE JOHN HART HIGHWAY (No. 97)

Miles from Prince George (read down)	Points of Interest Photographic Points Marked*	Miles from Dawson Creek (read up)
0.0	Prince George, Gateway to Alaska	257.0
1.0	Nechako River Bridge and Riverview Auto Court	256.0
7.1	Woodland Service — Cabins and B.A. Products, Repairs	249.9
15.0	Salmon River Bridge	242.0
30.0	*Summit Lake. Lodge, Cabins, Store and Gas	227.0
45.7	*Heart Lake. Picnic and Campsite, Beautiful spot	211.3
51.0	Davie Lake Road turns off Here	206.0
75.9	*Crooked River Cabins at South End McLeod's Lake. Dining Room, Coffee Shop. Gas Station and Repairs.	181.1
B1.0	*Whiskers Campsite on shores of McLeod's Lake	176.0
B5.0	McLeod's Lake Lodge, Coffee Shop, Gas, etc.	172.0
B8.0	McLeod's Lake Post Office and store, also B.C. Forest Service Ranger Station here. Elevation 2212 ft.	169.0
89.0	*Hudson's Bay Company Trading Post. This Post originally established in 1805, on site across Lake, by Sir Alexandra Mackenzie, and moved to present site on Highway in 1953. Fur Trading still fairly heavy from adjacent areas and Indians still trade here. You'll enjoy a visit with the Factor in charge at the Post we think. There's a Shell Service Station and Cafe close to the Post.	168.0
93.0	*Tudyah Lake (Trout Lake). Lodge, Boats, etc.	164.0
98.0	*Parsnip River Bridge Crossing.	159.0
112.B	Honeymoon Creek.	144.2
113.6	*Missinchinka River. Road follows river to Azouzetta Lake.	143.4
118.5	Moose Creek. Murray Mountain Range to East.	138.5
120.1	Bijoux Creek and Waterfall. Also B.C. Forest Service. Campsite here. Road starts gradual climb to Summit.	136.9
124.3	SUMMIT OF HIGHWAY. ELEVATION 3,060 ft.	132.7
126.6	*Azouzetta Lake and Murray Mountain Range. Be sure to see view from here and take photographs.	130.4
128.5	*Picnic Ground at end of Azouetta Lake. Road now follows the winding Pine River, affording many excellent views and photographic gems. You are now half-way between Prince George and Dawson Creek.	128.5
128.5	Imperial Oil Service Station here, and may be Cafe and Cabins by 1954 season.	128.5
150.4	*Pine River Crossing. Forest Ranger Station here.	106.6
168.0	Pine Valley Lodge, Coffee Shop, Cabins and Gas.	89.0
183.1	R. 2 Ranch. Coffee Shop, Gas and Cabins.	73.9
194.0	Betty's Shady Brook Coffee Bar. Cabins and Gas.	63.0
208.8	*East Pine. Here Murray River joins Pine River.	48.2
211.0	*Spinney's Look-Out. Good photographic spot.	46.0
257.0	Dawson Creek, B.C. Mile "Zero" of the Alaska Highway.	0.0

SUMMIT LODGE

30 Miles North of Prince George on Hart Highway



This Resort is right on the shore of Summit Lake and has a variety of accommodation, including Rooms with or without Private Bath, in the Lodge, and also Individual Suites. There is an excellent Coffee Bar on the premises.

All the Suites overlook the Lake, and accommodate up to six persons. They are fully housekeeping equipped, have private bathroom, living room, bedroom, etc., and are well furnished throughout.

There are also some Cabins on the Lake for housekeeping.

Hunting and Fishing

This entire area is renowned both for Fishing and Hunting. You'll get Trout Fishing in both Lake and adjacent Rivers. As for Hunting . . . there's Moose, Calibou, Deer and Bear in abundance, and plenty of Ducks and Geese. Registered Guides are available.

POWER BOATS and ROW BOATS FOR HIRE

For Reservations, write or wire:

SUMMIT LODGE — **Dr. John G. MacARTHUR, Owner**
Box 1670, PRINCE GEORGE, B.C.

(Note: Do not confuse this with Summit Lake Lodge, which is further down the lake. To reach our Lodge, turn at Sign on Highway, and go left to Lake and Lodge . . . just a few hundred yards.)

THE JOHN HART HIGHWAY SECTION OF HIGHWAY 97 PRINCE GEORGE TO DAWSON CREEK, B.C.

This Highway, opened in 1952, is one of the most scenic and sporting areas of Western Canada, being renowned for Big Game Hunting for Moose, Bear, Caribou and Deer, and for Ducks and Geese, too.

It's a delight to the fisherman, with its dozens of lakes and streams which seem to abound with Trout and Grayling in the "whopper" sizes. Excellent accommodation is to be found all along the Highway. The road surface is chiefly gravel, with occasional stretches of black-top, and its 257 miles can comfortably and safely be driven in seven hours. There will be some construction on the North end of highway this year (1954), particularly from around mile 190 to Dawson Creek, but take your time and you'll have no worries.

Melville Lodge . . . 93-Miles North of Prince George

"THE SPORTSMAN'S HAVEN . . . 3000 MILES OF WATERWAYS"

This little camp is three hundred yards off the highway, on Tudyah Lake. (This is Indian for "Trout" Lake). It's just a small, homey Lodge operated by Kathie and Ken Melville, who built every stick of it! Rooms are in the Lodge . . . and meals are served family style . . . and they are good in both quality and abundance!

Fishing is excellent for Trout, Dolly Varden and Grayling, at the outlet of Pack River, 3 miles away from Lodge. Fishing Parties who wish to get out into the back of beyond can arrange trips lasting from two to ten days, or longer. Hunting for Grizzly Bear, Moose, Deer, etc. is also top-rate, without having to go too far from camp. Ken Melville will plan your trip and arrange guiding.

We liked this camp, and hope you will, too. P.O. Address is Lake McLeod, B.C.

Pine Valley Lodge . . . and "Esso" Service Station

This camp is another of the "old-timers" in this country, having moved in here in 1941, when it was known as "Brown's Farm".

Mrs. Brown serves very good meals, on practically a 24-hour basis. There are some cabins . . . by no means de-luxe, but they have good beds, electric lights and are down on the Pine River. There's good Fishing, right here near the Lodge and Big Game Hunting, too, and Guide Service.

You'll get nice, friendly service from the Brown family . . . and if your car needs Tires, or motor repairs, they can take care of it for you.

LOCATION: 83 Miles South of Dawson Creek . . . 174 Miles North of Prince George. 24-hour service.

R 2 Coffee Bar and Store

Dawson Creek 69.4

Prince George 190.4

CABINS — HUNTING — FISHING — SOUVENIRS

REPAIRS — CHAINS — TIRES — GAS — OIL

Meals and Lunches

Free Trailer Parking

24 HOUR SERVICE

Registered Guides Available

JACK KEECH, Prop.

Box 1779, Dawson Creek, B.C.

WATCH FOR THE SIGN OF THE TWIN HORSES

Betty's Shady Brook Coffee Bar . . . and Cabins

. . . just 63 miles from Dawson Creek, and 194 miles from Prince George, this is one of the nicest and most hospitable places on the Highway. (It's the place that the A.A.A. of Washington boosted so highly after their "field-trip" through here.)

They serve very good food . . . and specialize in "Pies" of the mouth-watering variety. The Cabins have good furnishings . . . first-rate beds, wood cooking stoves, dishes, Propane light and heating, and accommodate up to five persons. They are spotlessly clean. They do not have private bathroom facilities, but the central ones are kept in meticulous condition. Clean rest rooms for tourist use, too.

Imperial "Esso" products are sold, and there's a store with a good stock of foodstuffs, if you wish to do your own cooking. The whole project is under the management of Betty, Margaret, Ella and Jim Allen, another nice family on the John Hart Highway.

TRAIL'S MOTEL . . .

This new Court is on the Alaska Highway at Mile 1, on right hand side of Highway going West to Alaska.

Each unit has bedroom with double bed, etc., a combination living-room and kitchen, which has bed chesterfield suite, complete kitchen facilities including Gas Range, dishes and cooking utensils. Bathroom with shower, basin and toilet. Gas heating throughout.

We think you will find this Court pleasant and comfortable. In our opinion, after experiencing some others, we have no hesitancy in recommending it.

TRAIL'S MOTEL

DAWSON CREEK, B.C.

B.C. Government 4 STAR Rating

Windsor Hotel

DAWSON CREEK, B.C.

ALL

The Comforts and Conveniences of a First-Class Hotel

54 Rooms

32 With Bath or Shower

MODERN DINING ROOM — FINE FOODS

Member of A.M.A., A.A.A. and A.C.T.

"The Northland's Finest Accommodation"

THE

Bay in DAWSON CREEK, B.C.

EVERYTHING FOR THE VISITOR

HUDSON'S BAY

• OUTFITTING
SUPPLIES

Point

• CLOTHING

BLANKETS

• FOODS

Hudson's Bay Company.

INCORPORATED 2ND MAY 1870

DAWSON CREEK, B.C.

RECOMMENDATIONS . . . DAWSON CREEK TO EDMONTON

WILK'S JEWELLERS . . .

. . . in Dawson Creek, on the Main Street in Dawson Creek, opposite "Mile 0". We were pleasantly surprised to find a shop such as this in Dawson Creek. It's modernistic front reminded us somewhat of the famous "Wedgwood" Shop in Victoria. They carry "Spode" Dinner Sets . . . Fine English Cups and Saucers . . . Exquisite designs in Shelley and Aynsley, and many other gift items in which you will be interested. Drop in when in Dawson Creek. You'll enjoy it.

OLD VIENNA CAFE . . .

. . . You'll see this on the right hand side of highway going from Dawson Creek to Grande Prairie . . . 28 miles south of Dawson. They serve delicious foods . . . real Viennese style Strudel . . . Plum Cake . . . Apple Cake, etc., and it is well worth a visit as you travel through.

"1/2" WAY MOTEL . . . at Grande Prairie

This is one of the finest Courts we have visited in Alberta. It is one block from business centre on the right entering town northbound, and has fourteen spacious, modern, single, double and family Units, including modern kitchenettes, thermostatically controlled heating, tuftless innerspring mattresses, children's playpen and a connected commissary.

Ice is supplied without charge. Off-the-street parking right in front of the Motel. Reliable information on fine Goose and Duck hunting, ranking with the best in Northern Canada. Reservations accepted. R. W. (Bill) McLaughlin, Owner and Manager. Telephone Grande Prairie 2910.

For Good Food in Grande Prairie . . .

For good food in Grande Prairie . . . you can try the York Hotel Coffee Shop, or else "Joe's", which latter is on the Main Street, just half-a-block from 1/2-Way Motel. We found both of them were quite good. By the way, the York Hotel also offers good accommodation, if you prefer Hotel to Motel type.

YES . . .

THERE IS A

HUDSON'S BAY COMPANY

IN GRANDE PRAIRIE

It's right on the Main Street, and you'll get the usual courteous "Bay" service for all your needs as you travel through. Call in, won't you?

VALLEYVIEW: Valleyview Hotel is new and modern and seems best bet here. Suggest Margos Cafe for food.

HIGH PRAIRIE: Hotel Spaulding is our recommendation. Hot and Cold Running Water in each room. No private baths, we understand. Coffee Shop in connection with Hotel. (There is also Martin's Tourist Court, which has semi-modern cabins . . . also Trailer facilities, but not much information on this.)

SLAVE LAKE: Single and Double units with modern conveniences.

Slave Lake Auto Court: Understand this is exceptionally good accommodation. Kitchens fully equipped. Private Bathroom with shower, etc.

ACCOMODATION ON THE ALASKA HIGHWAY

Miles from
Dawson Creek

BRITISH COLUMBIA SECTION

- 48.0 **Fort St. John:** Condill Hotel, Rooms with or without Bath.
- 101.0 **Blueberry:** Blueberry Lodge.
- 143.0 **Half-way Lodge.** 75 yards off Highway. Lodge, Trailer Park, etc.
- 147.0 **Beaton River:** Beaton River Hotel and Beaton River Lodge.
- 171.0 **Mason Creek:** Mason Creek Lodge. Rooms in Lodge or Cabins.
- 200.0 **Trutch:** Trutch Lodge; Coffee Shop, Rooms and Service Station.
- 232.5 **Prophet River:** The Dutch Mill Sleeping or H.K. Cabins. Meals, etc.
- 300.0 **Fort Nelson:** Fort Nelson Hotel and also Muskwa Cafe and Cabins.
- 392.0 **Summit Lake:** Summit Lake Hotel, Cafe and Store. Highest Point on Highway. Elevation 4,250 feet. Lovely spot.
- 397.0 **Rocky Mountain Auto Court,** on McDonald Creek. Cabins, Gas, Fishing, etc.
- 422.0 **Toad River:** Toad River Lodge; Rooms and Fine Meals. Big Game Guides.
- 455.0 **Muncho Lake:** Here is one of the most beautiful lakes in the world. Lake varies in colour from deep turquoise to aquamarine. Excellent Trout Fishing. Marvellous sport for photography.
- 462.0 **Muncho Lake:** Lakeview Lodge. On rise above highway, 400-ft. from lakeshore, with magnificent lake view. Fine fishing and hunting. Family Cabins. Boats, etc.
- 463.0 **Muncho Lake:** Muncho Lake Lodge. Comfortable rooms, attractive rustic style. "Special Baby Service" . . . a "change" and nursery room!
- 496.0 **Liard River Hotel and Bungalows.** Rooms or Oil Heated Bungalows.
- 496.5 **Liard Hot Springs:** About 1/2 mile from Highway. Springs Temp. 115 degrees F.
- 533.0 **Coal River:** Coal River Hotel. Rooms, showers, meals. Trailer space.
- 543.0 **Christy's Fireside Inn,** a new Lodge with Cafe, cabins and rooms.
- 620.0 **Lower Post:** Old-time Hudson's Bay Trading Post and Indian Village. Now site of new H.B.C. store and also R.C.M. Police and Game Wardens patrol headquarters.

YUKON TERRITORY SECTION

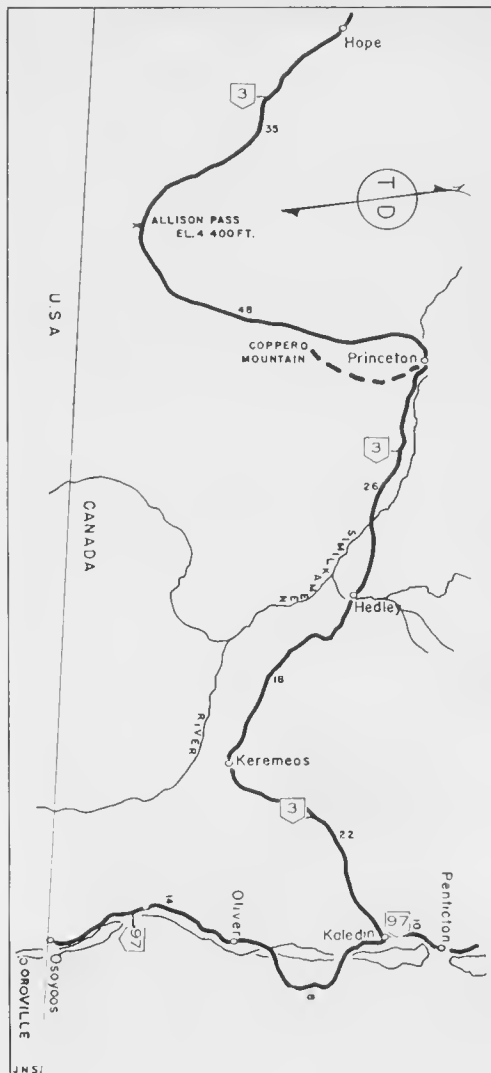
- 627.0 **Here the Highway crosses into the Yukon Territory.**
- 635.0 **Watson Lake:** 8-mile side road leads to the north of Watson Lake and Airport. Watson Lake Hotel is one of finest on highway. Rooms with tub or shower. Cafe and tavern. A pleasant place for a restful stopover on your trip.
- 642.6 **Upper Laird Hotel.** Rooms with showers and toilets. "Diner" style cafe.
- 710.0 **Rancheria Hotel,** situated in the most northerly spur of Canadian Rockies . . . the beautiful Cassiar mountains. Near a lovely little lake, surrounded by alpine scenery. Rooms . . . Dining Room . . . Trailer space.
- 777.7 **Morley River Lodge.** Rooms, cafe featuring native trout as available.
- 813.0 **Public Camp Ground on shore of Teslin Lake.**
- 837.0 **Johnson's Crossing Lodge:** at north end of Teslin Bridge. Comfortable rooms and good home cooking. Good fly fishing or trolling in Teslin River and Lake.
- 843.0 **Silver Dollar Lodge.** Rooms, cafe, gas, trailers, etc.
- 865.5 **Atlin Village Side-road.** Road to Atlin, 58 miles. Carcass 33 miles. Beautiful side-trip, via Atlin Lake and gem-like Lake Como. Good hotel accommodation at Atlin. Boats for lake trips or fishing. Lakes Atlin, Tagish, Marsh and Taku Arm are all connected, unexcelled for photography and scenery.

Accommodation on the Alaska Highway (Continued)

YUKON TERRITORY AND ALASKA SECTION

Miles from
Dawson Creek

- 872.0 The Pines:** Rooms, dining room, gas, trailer space at Camp Ground nearby.
- 883.0 Marsh Lake Lodge;** Top Rating in every way. Fishing . . . hunting . . . Guides.
- 917.0 Junction to Whitehorse.** Turn at Sign, drive 2 miles.
- 919.0 Whitehorse:** Capital of Yukon, Pop. 5,000. Whitehorse Inn very popular stopping place. A-1 Quality throughout. Tourist information centre.
- 987.0 The Krak-R-Krik Inn;** close to Cracker Creek Bridge. Rooms meals, etc.
- 1016.0 Haines Junction:** New Haines Junction Inn; Modern rooms, cafe, Cabins.
- 1022.0 The Mackintosh Trading Post, Store and Lodgings:** Founded in 1904. Mrs. Dorothy Mackintosh has rooms in her lovely home, also two cabins with cooking facilities. She serves excellent meals. Good stop-over.
- 1054.0 Silver Creek Lodge;** Near Kluane Lake. Fishing, Hunting, Game Guides, etc.
- 1093.0 Burwash Landing and Kluane Lodge:** Photographer's paradise. Wonderful fishing. Tours of area arranged. Good place for few days rest.
- 1210.0 Sourdough House:** Small, genuine "north country" log lodge Immaculate twin-bedded rooms, meals 6:30 till 10:00 p.m. Tavern. Sounds good.
- 1221.0 INTERNATIONAL BOUNDARY: CANADA-ALASKA. STOP FOR CLEARANCE FROM CANADA.**
- 1226.0 Scotty Creek Lodge.** Rooms, showers, meals, beer. Curior Shop, Gas, etc.
- 1264.0 Northway Motel.** New Log Cabins. Home-cooked meals. Groceries.
- 1283.0 Riverside Lodge:** Double or family cabins. Good photographic spot.
- 1306.0 The Forty-mile Roadhouse:** At Tetlin Junction. Oil heated Cabins, meals.
- 1318.0 TOK JUNCTION: U.S. CUSTOMS OFFICES. ALL TRAFFIC STOP FOR CLEARANCE.** Tok Lodge is 200-yards left. New rooms with Bath, Meals, Cocktail Bar.
- 1340.0 Cathedral Rapids:** Not visible from Highway. Here Tanana boils between high bluffs. Highway now swings closer to Alaska Range.
- 1351.0 Robertson River Bridge:** Excellent camera studies of Glacial stream.
- 1367.5 Dot Lake Lodge:** Cabins, Cafe, Hunting and Fishing information.
- 1391.5 The Halfway-Inn:** New Lodge faces Alaska Range. Rooms, Cabins. Meals, etc.
- 1429.0 Buffalo Lodge:** at Big Delta Junction. New Lodge. Rooms, showers, meals. Can get pictures of Wild Buffalo here in centre of their grazing grounds.
- 1459.0 Richardson Roadhouse:** Private Cabins, meals, cocktail lounge, gas, etc.
- 1476.0 Silver Fox Lodge:** Private/Cabins, showers, meals, cocktails, gas.
- 1488.0 Aurora Lodge.** One of Show Places of Highway. In good Hunting and Fishing country. Modern bedrooms, showers, cocktail bar. Dining Room.
- 1501.0 EIELSON FIELD: Air Force Base.** (Named in Honour of Col. Ben Eielson.)
- 1527.0 FAIRBANKS.** Estimated Population 14,000.



RAY'S CAFE . . .

in the
Princeton Hotel

Here's a nice Dining Spot. . . one of the most modern, yet cozy Dining set-ups we've seen in a long time. The Dining Room is especially attractive . . . you don't expect anything quite like it up in this country. Take your time and enjoy your meals in quiet surroundings. Food is good. They know how to cook a T-Bone to your liking. Mrs. Ray, who operates the Cafe, supervises all cooking, and is serving Good Food at reasonable prices.

There's a coffee counter and also booths, if you prefer this type of service . . . and the food is just the same no matter where you sit.

Ray's Cafe is on the Main Street in Princeton, in the Princeton Hotel premises . . . Take a friendly tip and try it.

The PRINCETON HOTEL

. . . is situated in the centre of the town of Princeton, and has been renovated. Rooms with or without Private Bath. Ray's Cafe, which is right in the Hotel, caters to your food requirements

"Lyn-Al" Motel and Coffee Shop

This Court and Coffee Shop are strategically situated at the Junction of Hope-Princeton and Trans-Canada Highways—adjacent to Tourist Information Bureau.

The MOTEL offers the finest in tourist accommodation. Units have either twin or double beds, beautiful furnishings, best of linens, etc., and each has private Bathroom with Shower, etc. There are no cooking facilities.

The Court is kept comfortable during spring and winter months by steam heat.

Good Food is the feature of the Coffee Shop—with T-Bone Steaks as a specialty. For Reservations—

"LYN-AL" MOTEL — Mr. and Mrs. Hans Richvoldsen
P.O. BOX 372, HOPE, B.C. TELEPHONE: 3326

CAMPSITES AND PICNIC SITES ON HOPE-PRINCETON HIGHWAY

Skagit River Campsite:

26 miles east of Hope, 75 miles west of Princeton, close to Skagit River.

Memaloose Campsite:

Near Allison Pass, at 4,400 ft. elevation. (Highest on Highway) on banks of Memaloose Stream. Beautiful wild flowers and a climb up rocky mountain across the highway will provide excellent view of number of high peaks.

Mule Deer Campsite:

36 miles east of Princeton, 6 miles east of Ranger Station at Manning Park, close to Similkameen River, in Mule Deer country.

Cambie Campsite:

Turn South at sign just west of Pine Woods parking lot and follow side-road for half-mile to flats on Similkameen River. A quiet camping spot . . . good headquarters for 3-mile walk into Lightning Lakes for fishing, or Skyline Trail.

Bromley Campsite and Picnic-Site:

12 miles east of Princeton, 14 miles west of Hedley on Similkameen River. Good swimming and fishing. Excellent scenery. Cool and shady. Sandy beach.

Stemwinder Campsite:

2 miles west of Hedley on Similkameen River. Shady and cool.



KLIFF-SIDE GARAGE and COFFEE BAR Cabins and Trailer Camp

This is located 1 mile West of Hedley, 23 miles East of Princeton, on the Highway. There are Cabins, nicely situated on the Similkameen River, which at time of going to press are not "modern" insofar as the plumbing is concerned, but they are clean and have good beds, and rates are okay. There's a Trailer Park with Electric Light plug-ins.

The COFFEE BAR serves either Meals or light snacks, and the Garage is equipped to do repair Service on cars. Chevron Products sold here.

Inkaneep Lodge . . . on Osoyoos Lake

LOVELY COTTAGE UNITS ON THE BEACH

(With or without Kitchenettes)

GUEST ROOMS IN THE LODGE

Here's a grand place for your Vacation, or for Overnight if you're just passing through and want a quiet rest, for it's off the highway and down on the shores of Osoyoos Lake in a cool, shady orchard.

There's a choice of accommodation . . . rooms in the Lodge . . . or Private Cottages on the Beach. Four new ones have been added this year and they are the last word in comfort. They have large living room overlooking the Lake, beautiful big picture windows, bedroom, bathroom and some have kitchenettes. Furnishings throughout are of the best. Each unit has Refrigerator, and all have Box Springs and Mattresses. Rates are well within the "reasonable" class.

Meals are served at the Lodge in the lake-fronting Dining Room, and include plenty fresh fruits and vegetables.

There's Boating, good Fishing, Swimming, Square Dancing and just plain loafing. A grand place for your Vacation!

Location: Five miles from International Boundary at Osoyoos, Highway No. 97. Write, wire or telephone for reservations.

Mrs. C. Cumine — **INKANEEP LODGE** — Osoyoos, B.C.

"Overnight Guests Welcome"

MERCURY

LINCOLN

METEOR

Dealers and Service

OSOYOOS, B.C.

EMERY MOTORS

Lubrication

— Towing

— Genuine Ford Parts

Telephone 2301



Osoyoos, B.C.

"Dependable Tourist Service"

The Canyon Coffee Shop . . .

. . . is another delightful place for either a meal or a snack. It's at Rock Creek Canyon Bridge, about ten miles west of Rock Creek, on Highway No. 3. They serve excellent food, all Home-Cooked, and Mrs. Brown and Miss Turner, who Hostess the Coffee Shop, know how to cook!

Meals are served on the Patio outside, overlooking the Canyon and Rock Creek during summer months, or in Coffee Shop indoors if you prefer.

It's about half an hour's drive from Osoyoos, and well worth waiting for. Don't pass it up! Open 8.00 a.m. till 10.00 p.m.

Visiting Grand Forks?

Be sure to visit Woodland & Co.'s Rexall Drug Store when you're here. They carry a complete line of Drug supplies as well as many interesting Souvenir items, also such well known toiletry lines as Yardley of England, Harriet Hubbard Ayer, Lenthéric, etc. Beach Toys, Bathing Caps, Sun Glasses and in fact a complete stock of "Summer Lines" are there for your selection, and if you're short on Kodak or any Photographic supplies, they carry ample stocks.

NEED A SNACK? — SOUVENIR HUNTING?

Visit the Cheeri-o-Shoppe Snack Bar, Bridge Street. Have a snack at our up-to-date lunch counter and booths. Look over our large selection of English Chinaware, Souvenirs, Novelties.

**Magazines — Postcards — Children's Gifts
and Playthings**

CHEERI-O-SHOPPE SNACK BAR

Riverside Auto Court . . .

. . . is situated just over the Bridge at East End of Town, on No. 3 highway. These cottages are on the banks of the Kettle River, where it's cool and shady. They are well-furnished . . . Some have twin beds . . . All have refrigeration and propane gas cooking . . . Each has bathroom with shower, etc. Phone Grand Forks 216, or write for reservations. Whilst this Court is not the newest in Town, it is still the "Traveller's Digest" recommendation.

Court under Management of Kelly and Dolly Farrell

"Four Star Government Rating" . . . Member A.A.A.

Province Hotel

. . . On Main Street in Grand Forks, has some very comfortable rooms, with private bath if desired, or without. The Dining Room serves excellent meals, and is spotlessly clean. **"A Traveller's Digest" recommendation!**

Sample Rooms Available

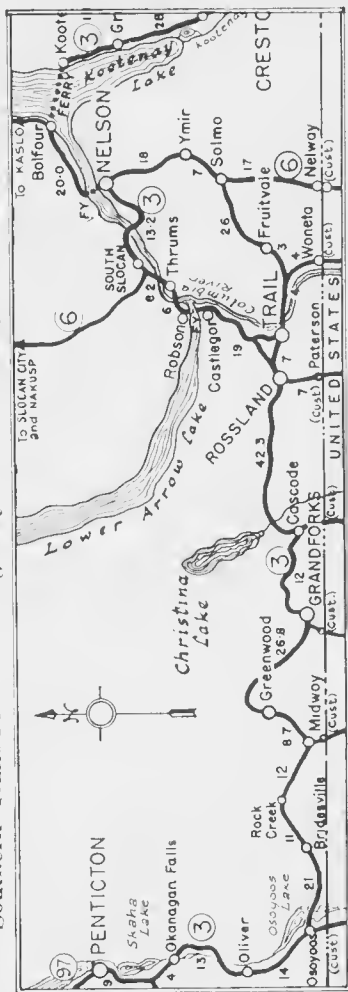
Interested in "SPODE"?

If you are, drop in to see Manly and Miller on the Main Street in Grand Forks. They have a very nice selection, together with other leading makes of Fine English China. You can save on Silverware and Flatware here, too, if you're from the other side of the border.

If you're going Fishing, get your lures and tackle here—together with first-hand information as to where they're biting!

MANLY and MILLER

Southern Trans-Provincial Highway No. 3 — Osoyoos to Nelson, B.C.



TRAVEL THE "CANADIAN" HIGHWAYS TO BANFF AND THE ROCKIES

Via Highway No. 3 — The Scenic Route

Magnificent Mountain Vistas . . . Enchanting Lakes . . . Good Highways . . . Excellent Resorts
Fishing . . . Swimming . . . Sun-Bathing on Sandy Beaches.

520 Miles from Osoyoos to Banff via Canadian Route on Highway No. 3 and 95.

564 Miles from Osoyoos to Banff via Highway No. 3 to Border at Laurier, where you take cut-off through United States for 84-miles to Rossland, B.C., instead of going over Cascade Mountains. Continue the on No. 3 and 95.

You are Invited to Call at the NELSON CHAMBER OF COMMERCE Office in Nelson, for further information on this area

GRAND FORKS, B.C.

YALE CAFE

GRAND FORKS, B.C.

STEAKS



SALADS



SNACKS

FULL COURSE MEALS

Open 24 hours a Day — Booth and Counter Service

Come in and "Get Your Bearings" from our Wall-sized Map of
British Columbia and Alberta

Dependable Tourist Information Cheerfully Given

Phones: Day 53 — Night 38F

P.O. Box 40

On No. 3 Highway — "East End of Town"

Wolfram Motors

(Formerly CITY GARAGE)

Sales—Chevrolet and Oldsmobile
Cars

B. F. Goodrich Tires, Tubes and
Accessories

General Automotive Repairs

Imperial Gasoline and Oils

G.M. Dealer - Buick and Pontiac

Imported Fine China and Gifts

A. D. Morrison — Jeweller

SHELLEY



AYNSLEY



PARAGON

A Large Selection of Doulton Toby Jugs and Figures
Coalport Broaches - Accessories

On the Main Street in Grand Forks

GRAND FORKS, B. C.

In the Centre of Sunshine Valley

This charming city and valley is watered by the two branches of the Kettle River which fork therein, giving the city its name. It lies between widely separated mountains, 83 miles east of Osoyoos, 58 miles west of Trail and 139 miles from Spokane.

Grand Forks is just 3 miles from the International Boundary line on the Southern Trans-Provincial Highway No. 3. First class black-topped highways connect the town with the Canadian-U.S. Customs at Danville, 5 miles to the west of the town, and Cascade, 14 miles east of the town.

Visitors to Grand Forks will enjoy touring the Valley and seeing the many fields of vegetable, flower and potato seed grown. Grand Forks is the biggest producer of seed in B.C., and the World's record for potato production is held in this valley.

The lush meadow lands of the North Fork Valley maintain first class Dairy Herds, the output of which is processed in our new modern creamery.

Tourists will find excellent accommodation both in the Hotels and Auto Courts, and may be assured of excellent meals in the hotel Dining Rooms and Cafes.

The shopping district in Grand Forks is modern and you will find a wide variety of Canadian and English goods and products.

Excellent hunting is found in the mountains and valleys surrounding, and the many lakes and streams provide good fishing.

The famous Christina Lake, one of the most beautiful inland lakes in Canada, is situated just 15 miles east of Grand Forks on No. 3 Highway. Every facility for the comfort and convenience of tourists is provided either at the Hotel or the many tourist camps. Swimming and boating are unsurpassed and you can usually depend on long sunny days and cool nights. Christina Lake boasts of being one of the very few lakes in Western Canada where Small-Mouthed Black Bass can be caught, and this, coupled with the excellent trout fishing, makes it a veritable fisherman's paradise. Trolling, fly casting, bait casting or still fishing will all produce results at Christina Lake.

Stop over at Grand Forks

ENJOY GRAND SCENERY, GRAND FISHING and GRAND FORKS



Totem Motel

AT CHRISTINA LAKE, B.C.

This new Motel is perfectly set near the shores of lovely Christina Lake . . . 16 miles East of Grand Forks, just off Highway No. 3. You will find directional signs from Cascade to Christina Lake.

It's a pleasant place for either overnight or your entire vacation . . . and offers new Cottages with all the amenities of pleasant vacation life. The large Cottages take six comfortably, having two bedrooms, a combined living room and kitchen . . . full bathroom with toilet, basin and shower. Furnishings are good throughout, with special emphasis on the beds! Smaller units are identical to large, excepting they have only one bedroom.

Think you'll enjoy "Totem Motel" It seems to have a lot to recommend it . . . complete privacy . . . cool in summer . . . close to beach . . . close to store . . . and you should be able to rest and relax with no effort.

For Reservations Telephone 1-L

TOTEM MOTEL • **Box 332, Grand Forks, B.C.**
Your Hosts Alfreda and Jack Huntley

FISHING IN CHRISTINA LAKE

This Lake is famous with the local folks for its Small-Mouthed Black Bass Fishing, as well as Trout, which can be taken on fly, troll or bait casting. (See our story under heading of "Grand Forks" for details as to Christina Lake for both Fishing and Vacationing . . . not forgetting restful overnight stopovers.

SPECIAL NOTE TO TOURISTS

IF YOU ARE CROSSING THE BORDER AT CASCADE AND GOING VIA HIGHWAY 395 TO SPOKANE, AND THENCE INTO CANADA AGAIN MIGHT WE SUGGEST YOU STOP AT

THE CHEWALAH MOTEL

58 miles north of Spokane 69 miles south of Border at Laurier
On Highway 395
Motel Type Units with Private Bathrooms . . . Hot Water Heated
Well Appointed Throughout Phone Chewalah 1355

Looking for Bargains in Radios and Electric Goods

Stop in at The Empire Electric Company at Chewelah, right on the main street as you drive through town. We've had some dandy bargains here, and Bob Wuesthoff will treat you the same way. Look for the R C A sign at his shop.

Gifts That Please . . .

. . . is a nice introduction to "Butorac's Jewellery" in Rossland, on Columbia Avenue (the main street).

We of the "Digest" don't recommend all the shops in the country . . . we recommend what we consider the "best" . . . keeping in mind prices, selection in stocks, etc., whether the shop be large or small.

There's an interesting stock of Wedgewood . . . Doulton . . . Shelley . . . and a particularly nice selection of Cups and Saucers, Tea Sets, etc., which should appeal.

The hand-made pottery-ware by "De Olde Kruyk" of Holland intrigued us, with its fascinating coffee mugs, posy rings that double as candlesticks, and fancy pieces of all description.

AND . . . they have just added a grand selection of SPODE and BELLEEK China, which gives this delightful shop a stock comparable to city shops.

Mrs. Butorac will be glad to have you drop in and take your time looking around . . . will be delighted if you make a purchase . . . courteous if you don't! We really enjoyed this shop when we dropped in on our last trip to Rossland. Try it, will you?

Butorac's Jewellery

ON COLUMBIA AVENUE — ROSSLAND, B.C.

THE ROSSLAND MOTEL . . .

. . . is at the Junction of the Northport - Potterson - Cascades Highways at the West side of Rossland on Highway No. 3 and 22. Units have combined Bed-Living room, Kitchenettes with Electric plate or complete kitchens. Each has bathroom with shower, toilet and basin. Units accommodate up to four, with one larger one which takes six persons.

TEXACO PRODUCTS SOLD ON THE PREMISES

In Rossland, We Recommend:

HUBNER'S GARAGE

IMPERIAL OIL PRODUCTS

Guaranteed Repairs on "Your" Car - Reliable Body Shop

Phone Rossland 127

Like Doughnuts? . . .

. . . so do we, and found some dandies at Freddy's Bakery in Rossland, which is right next door to Hubner's Garage. They're really "home-fresh" and tasty as any we've had in a long time. They specialize in pastries of all kinds . . . delicious cakes, and good breads and rolls. Drop in when you're in Rossland and take some to the Court or for your picnic lunch.

RECOMMENDATIONS IN TRAIL, B.C.

PULL IN TO:

MOTOR INN at TRAIL, B.C.



IMPERIAL OIL PRODUCTS

Courteous Service Repairs to All Makes
DODGE and DE SOTO DEALERS
Towing Lubrication Washing Phone 899
Atlas Tires - Accessories - Batteries
A. A. A.
1608 Bay Avenue - 2 Blocks South of Crown Point Hotel - Trail, B.C.
J. S. JOHNSON and KAY MACLEAN, PROPS.
"Employee Ownership Assures Satisfactory Service"

"4-Star Government Rating" — A.A.A.

Trail Auto Courts

This Court is situated on Merry's Flats, at Trail, B.C. and is Modern in every way.

Each Unit has a Living Room with comfortable bed-type chesterfield lounge. Kitchen is housekeeping equipped and has Electric Range and Automatic Hot Water heater. There's a well-appointed Bedroom and private Bathroom with Tub, Shower, toilet, etc. Ample closet and cupboard space throughout.

Location: This Court is on the Highway to Salmo, over the Columbia River. Ask at any Garage or Cafe, for explicit directions.

For Reservations, write, wire or phone:

TRAIL AUTO COURTS — Phone 1863 — TRAIL, B.C.

Under Owner-Management of G. C. Bryden and G. M. Clark

Visit TRAIL — "The Silver City"

SEE . . . Cominco's Gigantic Smelter, Refineries and Chemical Fertilizer Plants.

Tours: 10 a.m. daily except Sunday and Holidays. 2 p.m. daily except Saturdays, Sundays and Holidays.

HUDSON'S BAY *Point* BLANKETS

THE WORLD'S
STANDARD
FOR QUALITY



TRAIL — — — BRITISH COLUMBIA

"A WONDERFUL STOPPING PLACE"

TWIN RIVERS MOTEL . . .

. . . One Mile West of Castlegar, and 21 miles East of Trail, on Highway No. 3, at the confluence of the Kootenay and Columbia Rivers.

This is an outstanding Motel, one of Western Canada's best, in our opinion.

Each Unit has large Living-Room, extremely comfortably furnished with a lot of the amenities not always found in Motels.

There is Bedroom with the best of beds, bathroom with shower, toilet and basin. Kitchen has Propane Gas range and everything you need for complete housekeeping. There is Propane Gas Panel Heating, thermostat controlled, which assures comfort in colder weather.

You'll thank us for finding this one and telling you about it! Bee and Harold Anderson are your Hosts, and you'll like them.

For Reservations by wire or letter

TWIN RIVERS MOTEL

P.O. Box 546, CASTLEGAR, B.C.

NELSON. *British Columbia*



SUMMER EVENTS OF UNUSUAL INTEREST

July 12 to 17 — Canada's Only Midsummer Bonspiel

See the greats of Curling throw their rocks at Nelson's famous Curling Club.

July 11 — International Speed Boat Regatta

See the little outboards and big inboards thrill the crowd at Lakeside Park.
A day of real fun for the whole family.

Sept. 9-10-11 — West Kootenay Industrial Exhibition

Shows, midway, rides, handicrafts, etc.



June 28 to August 29

The Mary Rose Thacker School of Figure Skating



YES—In Nelson they skate all summer, in the cool atmosphere of the Civic Centre artificial ice rink.

For Folders on Detailed Information

Queen City of the Kootenays!



Take the Scenic Route through Nelson. Yes — whether you are going South to North or East to West, it is best to follow the Fisherman to the Kootenay Lake country. If you can afford to get there, you will be able to afford Nature at its glorious best.

SWIM or RELAX at Lakeside Park, or at one of the many beaches dotting the 200-mile

shore-line of Kootenay Lake and the West Arm.

FISH by rented row boat, out-board or cabin cruiser, all of which are readily available; or try some stream fishing in the mountain streams of Kookanee Glacier Park.

GOLF . . . HIKE . . . or just **RELAX**. The Green Kootenays will be a tonic just by themselves.

Ferry Trip: The 40-minute crossing of Kootenay Lake will be a highlight of your trip!

All times Pacific Standard

KOOTENAY LAKE FERRY

SUMMER SCHEDULE

EFFECTIVE JULY 1st, 1954

Leave Balfour	Leave Kootenay Bay
6:00 a.m.	7:00 a.m.
8:00 a.m.	9:00 a.m.
10:00 a.m.	11:00 a.m.
11:00 a.m.	12:00 noon
12:00 noon	1:00 p.m.
1:00 p.m.	2:00 p.m.
2:00 p.m.	3:00 p.m.
3:00 p.m.	4:00 p.m.
4:00 p.m.	5:00 p.m.
5:00 p.m.	6:00 p.m.
6:00 p.m.	7:00 p.m.
7:00 p.m.	8:00 p.m.
8:00 p.m.	9:00 p.m.
9:00 p.m.	10:00 p.m.
11:00 p.m.	12:00 midnight
1:00 a.m.	2:00 a.m.



Write or Call on The Nelson Chamber of Commerce.

Rambling 'Round Nelson

50 years ago, the "tourists" coming to Nelson brought with them a pick and shovel, and that "gold getting" gleam in their eye, to find that Lady Luck had not only Hair of Gold—but a Silver Necklace, and was standing in Lead up to her Boot-tops! The rip-snorting, wud-cat mining town of '87 has now become the centre for the Kootenay Community of almost 70,000 fortunates, and railroad, lumber and fruit ranch employees have replaced the bulk of the old pork and bean boys!

Nelson sits quietly on the shores of Kootenay Lake's West Arm, and tells fish stories. If you're a fisherman you'll know why—but more about that elsewhere . . . the hills roll back in large, soft folds, and here and there up pops a glacier with that "Duz Does Everything" look about it. There's Holiday Fun of every kind . . . and it's the only place in Canada to offer Summer Curling!

True enough! . . . Nelsonites like curling so much that—man, woman and boy—they even do it in Summer! You may have heard of the Nelson Annual Midsummer Bonspiel. It takes place (this year July 12th to 17th) in the Civic Centre Arena. Entries are increasing annually and fees are so moderate that even rinks from Scotland are signing up! The Highland laddies will no doubt be rocked to their austerity sporrans at the idea of spending the morning acquiring a golden tan on one of Nelson's many beaches, before getting into a sweater and hieing forth to curl . . . with roses in their tam o'shanter, fresh cherries in their pockets, and the prospect of a wee dram on the moonlit lake in the offing . . . bathing beauties and curling brooms . . . that's true democracy.

As for the City—there's an array of up-to-date stores, supplying everything from beeswax to brown derbys. Hotels and Auto Camps cater to anyone who rolls in, and there are plenty of good eats. Add to this that touch of real hospitality, fishing, hunting, and scenic beauty . . . and you certainly have a place well worth visiting!

Wood Vallance Hardware Co., Ltd.

EST. 1904

We Invite You to Inspect Our Selection of:

FINE ENGLISH CHINA

DINNERWARE - - TEA SETS

and

FISHING TACKLE - GUNS - SPORTING GOODS

593 Baker St.

-

-

-

Nelson, B.C.

BLUETOP BUNGALOW COURT

(B.C. Government 4-Star Rating)



This Court is quietly located near the lakeshore, and yet within a few minutes' drive of the centre of the City. You'll see directional signs as you come off the Ferry, if you are coming in from Balfour, or if you are coming in from Trail, proceed through the City on Highway No. 3, to Lakeside Park, and follow sign to right.

You may take your choice of Bungalows, with or without Kitchens. All have Bedroom, Living Room, Bathroom, and are centrally heated.

Two New "STUDIO UNITS" of the latest design have recently been added, which are ultra-modern in every way. Furnishings are in Bleached Birch, with a "Studio" type living room by day, which converts into bedroom with the most comfortable of beds for sleeping time. There's Tub Bath and Shower, a kitchen replete with all housekeeping prerequisites, together with a "Cannon" Gas Grill and Hotplate. It's quite the smartest set-up we have seen in a long time.

Marjorie MacLaughlan, Manageress
"Recommended by Duncan Hines"

FRIED CHICKEN and STEAK DINNERS . . .

. . . sounds pretty good, doesn't it? And, take our word, "GERIGH'S LODGE" is another "find" in food.

Mary and Ed. Gerigh have built a small lodge in Nelson, just five minutes' drive from town centre, on the hill-top on Selby Street, and they're serving superb food. Their specialty is Fried Chicken . . . and Steaks that will melt in your mouth! They do a very nice job on French Fried Onion Rings, too, and we can honestly tell you that we've never had better food anywhere . . . and that covers a lot of territory. We aren't alone in our opinion, either, as their Guest Book amply proves.

By the way: Mary and Ed. are negotiating for a new location, down on the Highway No. 3, just over the Ferry a few miles; toward Balfour way. So, just in case it has materialized by the time you read this, suggest you telephone them at 1020-R Nelson, and check location. Thanks.

How To Get There (Present Location): Start from Hudson's Bay Company and go up the hill on Stanley Street three blocks to Carbonate St., then turn left and go four blocks to end of street. Here you'll see a sign pointing to Lodge to Right, follow one block then turn left and go on to Lodge at end of Selby Street.

GERIGH'S LODGE – NELSON, B.C.

"Recommended by Duncan Hines"



On Highway No. 3
On North Shore at the Ferry
at
NELSON, B.C.



THE VILLA MOTEL

This New Motel will open for the 1954 season, and judging by inspection, will rate first-class in every way.

It overlooks the Lake, just a few yards North of the Ferry (First Court on left side after crossing Ferry from Nelson), and each Unit has Living Room with Hide-Away Bed-chesterfield, comfortable furnishings throughout, separate bedroom . . . bathroom with shower, etc. Kitchens have Gas range, all facilities for housekeeping, and some have refrigerators. All units have Free Radios. Units accommodate from four to six people, and Roll-Away beds are supplied if required. Panel Ray heating.

There's a Playground for the youngsters . . . and lawns for relaxing adults, and a stock of frozen foods, meats, bread, milk and fruit is kept available at the store maintained for guests use only.

For Reservations:

Telephone. Nelson 1514 . . . Write or Wire Box 187, Nelson, B.C.



The Tillicum

Balfour, B.C.

at

(At the Ferry Landing)

This is a very pleasant Camp, handy to the Beach, and is new and Modern. Two of the new Units accommodate from four to six people, having two bedrooms, a large fully equipped kitchen, propane gas cooking private bathroom with shower, etc. Two smaller units for couples . . . have excellent bed, a combined living-room kitchen, all dishes and cooking utensils and propane gas stove. Private bathroom with shower.

DINING ROOM AND CAFE

We of the Digest have been enjoying food here for the past few years on our trips through the Kootenays, and have never had a poor meal. This year, a most attractive Dining Room has been added, which overlooks the lake and is exceptionally bright and attractive. You can have a leisurely meal here, or if you're in a hurry, eat at the Counter in the Cafe. Service is quick . . . food is excellent . . . the place is spotless . . . and you can have anything from a cup of coffee to a steak!

P.S.—Almost forgot to mention they're specializing in ITALIAN FOODS, which we are sure you'll enjoy. And, browse around the China and Novelties for take-home Souvenirs before you leave!

KOOTENAY

On the Shores of Kootenay Lake



COTTAGES

Kootenay Cottages, a beautiful resort, about a 10-mile drive from the ferry at Kootenay Bay, accommodation of superior type — in a unique and beautiful garden setting.

There are 11 Cottages, completely equipped, with or without house-keeping facilities. All have fireplaces.

Housekeeping units are attractively furnished . . . and all have comfortable accommodation for a minimum of four, with private bathroom, kitchen, living room, etc., and everything for your holiday pleasure.

The finest of food is served in the Lodge Dining Room, with emphasis on plenty of Salads, Fresh Fruits and Vegetables, tastefully prepared.

A tennis court, two private beaches, excellent boats, and fishing in the famed Kootenay Lake, or adjacent streams, answer your holiday needs.

It's a sort of "tranquil" spot . . . a wonderful place to relax for your entire vacation . . . but if you are just travelling through the country, you'll find it "tops" for overnight, too.

Plan to spend the holidays here with your family . . . you'll all go home better for it.

MEMBER OF A.A.A.

For Reservations, Phone, Wire or Write:

Kootenay Cottages

Four-Star Government Rating

GRAY CREEK, B.C.

Enjoy The World's Most Scenic

HIGH above the village of Banff, on the eastern slope of Mt. Norquay, a new tourist attraction has been in service for the past few years, and last summer proved a major sight-seeing service. Installed in the centre of, and to service the Mt. Norquay ski terrain, a new chair lift has been a great benefit to those who wish to climb a mountain and enjoy the scenic values gained thereby, with a minimum of effort.

RISING from the lower terminal, a few steps from the Mount Norquay Ski Lodge parking area, the lift carries passengers in comfortable and safe chairs up through a system of 13 steel towers to an altitude of 6,850 feet, and the 60 chairs can handle 250 passengers per hour. Operating from 9 a.m. to 10 p.m., the evening hours by floodlight, the lift is equipped with all safety features and courteous attendants load and unload passengers, stop and start the lift with finger-tip controls to the electric drive mechanism, for the convenience of young children and elderly people.

AT THE UPPER TERMINAL, where passengers are required to off-load, a wide fenced terrace leads to the ridge



c Ride On The Banff Chair Lift



overlooking the Bow and Spray valleys, and a vast panorama of mountain ranges. The tariff is \$1.50 per return trip (adult) and 50c per child under 14.

MT. NORQUAY LODGE is reached from Banff by a highly scenic five-mile highway, which winds up the face of Stoney Squaw Mountain from the Banff-Lake Louise Highway, one mile west of Banff, to an altitude of 5,600 feet at the lodge elevation. Buses of both the Brewster Transport Company and the Rocky Mountain Tours Co. operate to and from the lift with the lift tariff included in the bus ticket. Adequate parking areas, both at the lodge and within 150 yards, can accommodate any number of private cars.

THE LIFT ROOM has a large seating capacity for Dining, and through the wide windows the whole panorama of Norquay and the chair lift can be enjoyed while dining on the super-size steaks or chicken dinners that are the specialty of the house. In the main lounge a cafeteria style counter dispenses meals, short order foods and the like. The lodge may be reserved for private gatherings as a whole or just the lift room may be reserved for private dinner parties.

HIGHWAYS to



H
A
P
P
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D
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Y
S

British Columbia

Wherever you enter and wherever you travel in beautiful British Columbia, improved highways lead you into a world of wonder and enchantment. Take your family, take your camera, take your time and enjoy EVERYTHING in the all-round year-round playground on the Pacific, fascinating BRITISH COLUMBIA.

See Vancouver Island, the Gulf Islands, the picturesque sheltered coastline, the unique cities of Victoria and Vancouver, the park-like Fraser Valley, the romantic Cariboo, the Kamloops fishing paradise, the garden of the Okanagan, the rugged Kootenays, the scenic highway to Prince George and Prince Rupert, the new John Hart Highway to the Peace River, the Queen Charlotte Islands, historic home of the Haida Indians.

Everywhere you go in beautiful British Columbia, you'll find grand sport, a warm welcome and first-class accommodation.

WRITE

B. C. Government Travel Bureau

Department of Trade and Industry

PARLIAMENT BUILDINGS, VICTORIA, B.C.

E. G. ROWEBOTTOM
Deputy Minister

ERNEST EVANS
Commissioner

HON. RALPH CHETWYND
Minister

RECOMMENDATIONS IN KOOTENAY BAY and CRESTON, B.C.



K'niksu Lodge

AT
KOOTENAY BAY

They say they serve "The Best Meals in Canada" here, and for sure their Steak and Ham Dinners are definitely wonderful . . . Home-made pies are a special feature . . . in fact, everything they serve tastes pretty good!

Every tourist should see "K'Niksu" . . . it's worth your time. They have built an eye-appealing rendezvous . . . you can spend an hour just looking over the carved furniture . . . the more than 300 "Brand Names" of famous ranches carved into the walls . . . the fireplace of majestic proportions.

They have a few rooms with bath for guests . . . lovely in their simplicity and all done in the utmost of comfort. There's also a cottage which will accommodate four or five persons, which is fully modern, with living room, large kitchen, dinette, bedroom and shower bathroom, overlooking the Lake.

For a quiet rest overnight, or for your vacation, you are right on the spot for either relaxation or the finest fishing in the Kootenay area. Be sure to call in!

BRAC N' BRAE MOTEL

On Highway No. 3

at

CRESTON, B.C.

This Motel is about a quarter-mile from Town, at the East Entrance, and is nicely situated in an orchard setting.

There are both Single and Double Units, each with kitchen equipped with Propane gas stove, refrigerator, dishes, etc., a living-room with bed-chestfield, and bedroom and bathroom with shower, basin and toilet.

There's also one individual sleeping unit, without kitchen facilities.

It's handy to town . . . cool in summer . . . warm in the winter months and rates are reasonable.

For Reservations:

Telephone: Creston 321-M — Mrs. Emily Ott — Creston, B.C.

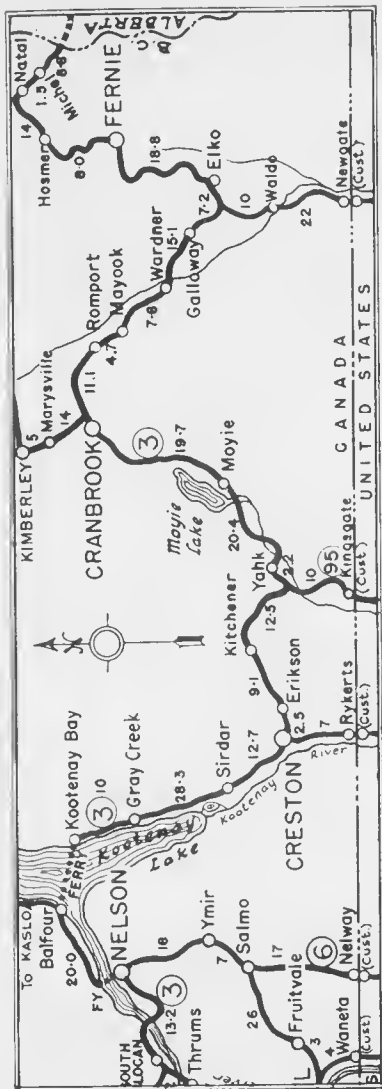
In Creston . . . It's the

KOOTENAY HOTEL

and Coffee Shop, situated on the Main Street

You can't miss it!

A fine Hotel, completely modern, with exceptionally well-appointed accommodation, including rooms with Bath or Shower. The Coffee Shop is in the Hotel for your convenience, and the premises are Licensed. Headquarters for Lions and Kiwanis Club meetings.



SOUTHERN TRANSPROVINCIAL HIGHWAY NO. 3 — FERNIE TO NELSON, B.C.

Make Your Leisure a Pleasure!

— Holiday in the Kootenay Country —

NELSON WELCOMES YOU

(For Ferry Schedule Across Kootenay Lake
See Page 95.)

For Your Convenience . . .



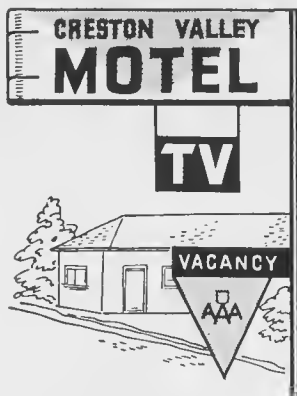
BALFOUR FERRY SERVICE

Chevron Products

Goodrich Tires — Lubrication — Minor Repairs

Recommendations in Creston and on Highway 95

"A Personal Digest Recommendation"



ON HIGHWAY No. 3
At South End of Main St.
in
CRESTON, B.C.

This is an outstanding Motel and first-class in every way. There are 11 compact deluxe units, centrally heated, excellently equipped kitchens, with electric range . . . Private Bathroom with Shower.

All in all, you can be assured of rest and relaxation here.

Television at no extra charge.

ONE BLOCK FROM CITY CENTRE

Adjacent to Swimming Pool, Civic Centre, and Curling Rink

Creston Valley Motel

Mrs. Rhea V. Morris, Owner-Mgr.

Telephone: Creston 4

BUS DEPOT *Coffee Shop*

CRESTON, BRITISH COLUMBIA

"The **HEART** of Tourist information in Creston"

We'd be glad to have you drop in for a full meal, a snack, ice cream service, or just a plain cup of **GOOD** coffee.

The Management.

In Creston . . . It's the

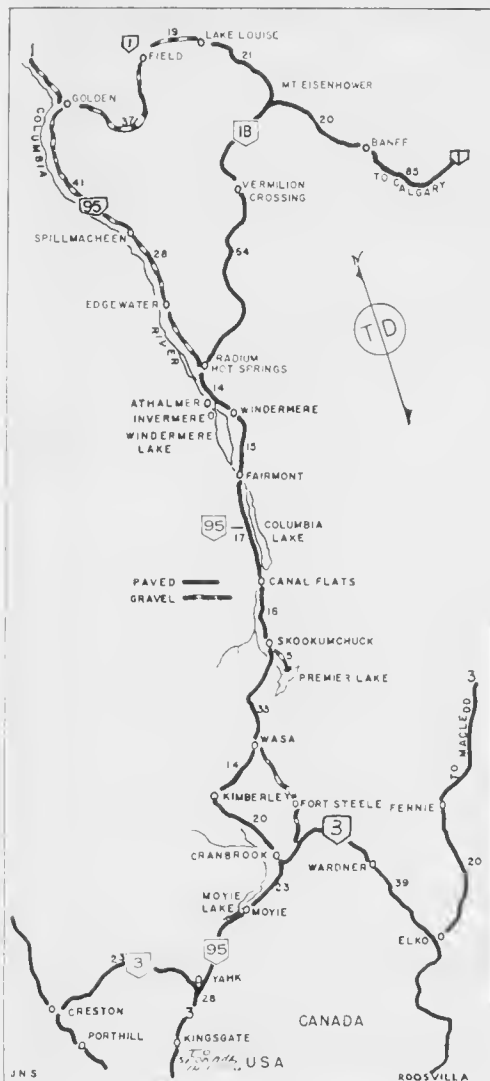
KOOTENAY HOTEL

and Coffee Shop, situated on the Main Street

You can't miss it!

A fine Hotel, completely modern, with exceptionally well-appointed accommodation, including rooms with Bath or Shower. The Coffee Shop is in the Hotel for your convenience, and the premises are Licensed.

Headquarters for Lions and Kiwanis Club meetings.



Recommendations on
Highway No. 95

(Kingsgate
to
Radium)



The First "4-Star"
Resort after Kingsgate

**MOYLE LAKE
BUNGALOWS**

25 m. north of Kingsgate
170 m. north of Spokane
214 m. south of Banff



Another One

"AKISKINOOK"

A Bungalow Resort
on

Lake Windermere
(Highway No. 95)

14 m. south of Radium
Hot Springs

98 m. south of Banff
248 m. from Jasper



For Good Food:

**"SKOOKUM"
INN**

(On Highway 95)

Windermere, B.C.

COFFEE SHOP
DINING ROOM

Steaks . . . Chicken
Hamburgers
Home Made Pies



RECOMMENDATIONS IN SPOKANE, WASH.

Park Lane Motor Court

This lovely Court is situated on U.S. Highway 10, right at the Spokane City Limits, at 4412-East Sprague, and in our opinion after trying out a number of other Courts in Spokane is one of the best we have found.

Individual Units accommodate up to six persons. You can have your choice of a Sleeping Bungalow or one with Kitchen facilities.

Furnishings throughout are of excellence, with plenty comfort to be found in the cozy living room (which makes into bedroom at night by use of the wall-type bed). There is also a bedroom, and bathroom with Tub or Showers. Kitchenettes, have complete facilities for housekeeping, including electric range and refrigerators. Garages adjoin units.

Cleanliness is predominant . . . it is a quiet location . . . and only ten minutes' drive from centre of city activities.

We think you'll enjoy this court. We know we did.

For Reservations:

Park Lane Motor Court—4412 East Sprague—Ph. Lakeview 1421, Spokane
Mr. and Mrs. J. A. Upchurch and Ann Lunceford, Owners-Operators



TELEVISION
and
RADIO



EASTWOOD MOTEL

Here's another nice Motel on Highway No. 10, at 5502 East Sprague, and about six blocks East of Spokane City Limits.

They have thirty-eight Units in all, of various types, with prices to suit everyone. The not-so-new ones are available either with or without kitchen facilities, at prices ranging from \$5.00. They are fully modern . . . good beds . . . clean and quite comfortable.

The new Units are very smart in decor and well appointed throughout. Appointments include large living room with Hide-Away Bed Chesterfield, cozy chairs, wall-to-wall carpets, Television set, etc., and there's a kitchen with electric range and all kitchen appurtenances, refrigerator and ceiling fan. A bedroom and bathroom with tub bath completes the picture.

Motel Type Units in this section are also available without kitchens, and with twin beds. Electric heating throughout.

Families travelling will find it a good spot for the children, as there's a fine playground complete with swings, slides, teeter-totters, and a nice lawn for dads and mothers to relax on.

Quietness is assured, as the Motels are located off the highway a bit. We stayed here, too, and found it enjoyable.

For Reservations:

Eastwood Motel — 5502 East Sprague, Spokane — Phone LAkview 1421

A couple of shopping hints . . .

. . . We've found "ALBERTSON'S" FOOD MARKETS of which one is located on East Sprague right next to Park Lane Motor Court, and the other on Division Avenue at North End of city, the tops for food. They carry everything from soup to nuts . . . and have superb mouth-watering displays. Try them.

If it's shoes, accessories, or smartly styled ladies' apparel that you're looking for, go to "Savon's" at corner of Riverside and Post, in downtown area. It's another of our specials.

SPOKANE, WASH., to BANFF, CANADA

Via

Highway No. 10 to Couer d' Alene — Highway No. 95 (U.S.)
Couer d'Alene, Wash. to Eastport, Idaho, and Highway No. 95
(Canada) Kingsgate, B.C. to Radium Hot Springs, B.C.

and via

THE NEW BANFF — WINDERMERE HIGHWAY RADIUM HOT SPRINGS to BANFF, CANADA

Distances:—

Spokane to Eastport, Idaho, 141 miles. Eastport, Idaho to Kingsgate and Cranbrook, B.C., 51 miles. Cranbrook, B.C. to Radium Hot Springs, B.C., 107 miles. Radium Hot Springs, B.C. to Banff Alberta, Canada, 84 miles. Total Mileage: Spokane, Wash. to Banff, Canada, 383 miles.

Tourists going to the Canadian Rockies, or the East Kootenay district of British Columbia, from Spokane, will take Highway No. 10 out on East Sprague Avenue to the Junction just before you reach Couer d' Alene, Wash. You will turn at Junction on to Highway 95, and proceed via Sandpoint, Idaho and Bonners Ferry to Eastport, Idaho, where you will leave the United States and enter Canada through the Entry Port of Kingsgate, B.C. You will be on Highway No. 95.

You will find some road construction under way between the border and Cranbrook, but it will be quite passable, and will not be for many miles. Highway No. 95 is joined by Highway No. 3 at Yahk, B.C. at Junction. After leaving Cranbrook, B.C. you follow Highway No. 95 and 3 about one mile of town, where you will see the Junction where Highway No. 3 turns off for Wardner and Fernie, B.C. and on to Macleod and Calgary. Highway No. 95 continues on through Kimberley (19 miles), and this is the shortest route to Banff, and the one through the scenic East Kootenays, the lakes country and Banff-Windermere Highway.

You will drive through superb country with plenty of beautiful lakes, including the famous Columbia Lake, which has its origin at Canal Flats. (Look for the story on this in the Kimberley Windermere section of our book). The Lake Windermere area is noted for its resorts, and is indeed a grand spot for vacationing or your overnight stop-over en route to the National Parks. Radium Hot Springs is but twelve miles beyond Windermere, and you can continue to Banff over the newly constructed Banff-Windermere Highway, which is in excellent condition throughout. It is not exactly "hard-topped" but it has had a covering surface, and is practically dust-free for its entire 84 miles. It is a wide highway, and the scenery is unexcelled.

After leaving Radium Hot Springs, you proceed over the Banff-Windermere Highway some 64 miles until you reach Mount Eisenhower Junction and Trans-Canada Highway No. 1. You can proceed East on this Highway No. 1 a distance of 20-miles to Banff, or you can go West on Highway No. 1 a distance of 21 miles to Lake Louise. OR, if you are going to Jasper, take Highway No. 1 West for 16.5 miles, and you will reach the Junction where No. 1 meets the highway to Jasper, (Lake Louise is a further 4.5 miles West of Junction.) It is 149 miles from this Junction to Jasper, via Columbia Icefields.

See Strip Maps Covering Canadian Areas

SPOKANE, WASHINGTON

Spokane, "The Friendly City" takes its name from a Spokane Indian name meaning "Children of the Sun". Seems it might be well named at that, for the sun shines brightly both summer and winter in our experience.

It is the Hub of the Inland Empire, and embraces some of the wealthiest and most productive agricultural, lumbering and mining areas in the United States. The population according to 1950 census was 161,721, and the city is situated at an altitude of 1,898 feet above sea level.

Our publication doesn't go in too much for statistics, except to tell where you can get them, and if you visit the Spokane Chamber of Commerce, they will supply these.

Of interest to the tourist both American and Canadian, are the lovely Parks adjacent to the City, and the Grand Coulee Dam, which is 92-miles West of Spokane via U.S. 2. This is a sight well worth seeing, and if you have to make a special trip to do so, we suggest it.

Your Motor Court, or Hotel will gladly supply you with literature pertaining to activities in the City during your particular stay, and direct you to any of the points of interest you may wish to visit. They are glad to be of this service to you.

GOING TO BANFF?

Reserve your Accommodation through:

THE TRAVELLER'S DIGEST TOURIST BUREAU

Banff, Alberta — MRS. D. DRAPER — Telephone 26
Write, Wire or Telephone for Reservations,

and Call at Office on Arrival in Banff

Office on Banff Avenue next to Cascade Service Station,
at Imperial "ESSO" Sign. Look for the Office Sign.

RECOMMENDATIONS IN BONNERS FERRY

The Valley Motel . . .

. . . is two miles South of the business centre of town on U.S. Highway 95 and 2, and is another very well appointed Court.

It is quiet and modern, and most units are without kitchen facilities, but they have one or two of this type.

For Good Food in Bonners Ferry . . .

. . . try "Don's Cafe" which is right on the Main Street of town. It's just been remodelled and is a place where you can enjoy good food served in pleasant surroundings, and there is booth or counter service. By the way, we had some of the best Pie here that we ever tasted . . . a concoction of Butterscotch blended with Coconut, and it was simply out of this world! (Only 15c, too, which pleasantly shocked us). Look for Don's or ask anyone to direct you to it. It's the best here, in our opinion.

DON'S CAFE
BONNERS FERRY, IDAHO

MOYIE LAKE BUNGALOWS

(FORMERLY "HOGARTH'S")



Situated on
Moyie Lake

25—Miles North of
Kingsgate, B.C.

170—Miles North of
SPOKANE, WASH.
on the Direct Route
to Banff National
Park.

214—Miles South of
BANFF and LAKE
LOUISE.

375—Miles South of
JASPER.

OFF THE HIGHWAY - - - ON THE LAKESHORE

IN THE PINEWOODS

A QUIET SPOT FOR RELAXING

OVERNIGHT — A WEEK — A MONTH!

For a restful holiday, there's nowhere better. Swimming, boating and fishing are within a few short yards of your Bungalow. A new Croquet Lawn and Play Area has been added this year (1954) and additional Beach and Bathing facilities, including Float and Diving Board, which adds greatly to the recreational facilities.

The Bungalows are lined in Knotty Pine, and each has attractive large living room with a cherry stone fireplace, two bedrooms well and cozily furnished, private bathroom with shower, and a kitchen all set for house-keeping.

Large Bungalow accommodate from four to six, and for the convenience of twosomes, smaller ones are available. Rates are from \$6.00 to \$10.00.

If you don't want to cook . . . try the Coffee Shop in the Main Lodge. The food is good.

• FISHING & HUNTING. Fly Fishing in Moyie, Munroe and Mineral Rivers is unexcelled in the Kootenays. Rainbow, Cut-throat and Kamloops trout will rise to your lures. Good trolling in the Lake. These rivers are close to Camp.

In early spring, Black Bear abound in this area, and this also applies to Deer hunting in the Fall.

Reservations can be made by wire, phone or letter direct
(Phone Calls should be made Via Cranbrook, B.C., Exchange).

MOYIE LAKE BUNGALOWS

Mr. and Mrs. R. Braunagel

Moyie P.O., B.C.

"4-Star Government Rating" — A.A.A.

Uncle Tomm's CABINS

CRANBROOK, B.C.

This is a new Court at the East entrance to Cranbrook, and is fully modern and up-to-date in every way. Units accommodate up to six people and have all housekeeping facilities. Suggest you phone or wire ahead for reservations in July and August, unless you are arriving in town before 4:00 p.m.



VOLKSWAGEN

SALES
and
SERVICE

The Most Ideal Car for Touring
The Continent from East to West

COME IN — TRY IT
AND BE CONVINCED!



TIRES
REPAIRS

COMPLETE
TOURIST
SERVICE

UNCLE TOMM'S CABINS and O.T. MOTORS
CRANBROOK, B.C.

ANOTHER "DIGEST" RECOMMENDED GARAGE:

KENT - AL MOTORS

B-A OIL PRODUCTS

MERCURY - LINCOLN - METEOR
LUBRICATION - WASHING - AUTOMOTIVE REPAIRS

On Cranbrook Street — Telephone 839 in Cranbrook

Also in Kimberley, B.C. on Highway 95

KENT SMITH - - Managers - - AL HAUSER

PARKS HARDWARE, LTD. — ... in Cranbrook, B.C.

It isn't just a "Hardware" store . . . they have a lovely stock of Fine English China . . . exquisite Cups and Saucers . . . Figurines . . . Novel Gift items, and everything up to Dinner Sets.

Fishing Tackle and Hunting gear is a specialty with them, too, and they'll be glad to give you all information you need as to Fishing and Hunting in this area.

ON BAKER STREET - - CRANBROOK, B.C.

Don't Overlook . . .

. . . a visit to "RAWORTH'S", the delightful China and Gift Shop, on Baker Street, next door to the Post Office, in Cranbrook.

If you enjoy exquisite China . . . delicate Crystal Ware . . . imported Potteries . . . you'll enjoy this shop.

Their stocks comprise all the leading names in Fine English China . . . Spode . . . Royal Crown Derby . . . Aynsley, etc., etc.

Souvenir Spoons in abundance delight the heart of the Collector . . . many Original Hummel Figurines . . . Royal Doulton Figurines, and Anima's, and many, many other fascinating pieces are here for your pleasure.

Be sure to drop in, won't you?

RAWORTH'S

Next to Post Office on Baker St. — Cranbrook

MOUNT BAKER HOTEL

FULLY MODERN - QUIET AND COMFORTABLE

Rooms with Tub Baths or Showers

COFFEE SHOP

Good Food - Courteous Service

ON THE MAIN STREET IN CRANBROOK

FOR RESERVATIONS, WIRE OR PHONE

MOUNT BAKER HOTEL, Cranbrook, B.C.

Like Good Bakery Products?

So do we . . . that's why we suggest you make a point of looking up the "Sunrise Bakery", which is on Cranbrook Street, right opposite Kent-Al Motors. They make the scrummiest Doughnuts we've ever tasted from a bakery . . . and their bread is really delicious, too. In fact, we go for just about anything they turn out. This is one of our regular calls when in the Cranbrook area, and we want to pass good things along . . . so try it!

R - E - L - A - X . . .

SPEND A PLEASANT EVENING AT THE NEW

ARMOND THEATRE

IN CRANBROOK

Its appointments are deluxe throughout, with the finest of sound equipment . . . extra comfortable chairs . . . air conditioning, etc. First-run pictures, with show changes twice weekly.

Why not skip the Motor Court or Hotel for the evening and relax in cool comfort and see a good show?

PROC'S Fine Foods . . .

. . . are back again in business in Cranbrook, with our good friend Mrs. Proctor in charge. She has a small cafe, in the Texaco Service Station Building on Cranbrook Street, (which is actually Highway No. 95, as you go North to Kimberley).

She features Full Course Meals, starting from 6:30 a.m. until late evening, Salads, Hamburgers with French Fries, and her famous pies!

The place isn't as elaborate as the old one, but the food is still top quality . . . and Mrs. Proc. is just as nice as ever! Drop around when in Cranbrook.



Proc's at Cranbrook

SERVICE FOR YOUR CAR — WHILE YOU EAT

PROC'S

Fine
Texaco
Service

* * *

Firestone
Tires and
Accessories

* * *

Lubes
Car Wash
Minor Repairs

Restful Rooms

Well-Appointed Furnishings

QUEEN'S HOTEL

Every Room has Private Toilet & Basin and majority have Private Bathroom with Tub or Shower

ON THE MAIN STREET IN CRANBROOK

FOR RESERVATIONS

Write, Wire or Phone

QUEEN'S HOTEL

Cranbrook, B.C.

NOTE: Don't be deceived by the outer appearance of the Hotel
. . . you can't tell a book by its cover!

RECOMMENDATIONS IN MARYSVILLE AND KIMBERLEY, B.C.

DARIGOLD FOOD BAR

This is a new "Food Bar" at Marysville, which is on Highway No. 95, fifteen miles north of Cranbrook, and about four miles south of Kimberley. They are serving very good food . . . we tried both the Steak and the Fried Chicken specials when we were there in the spring, and enjoyed them. It's good home-cooking . . . and if you just want a quick snack, try the Hamburgers or Pie.

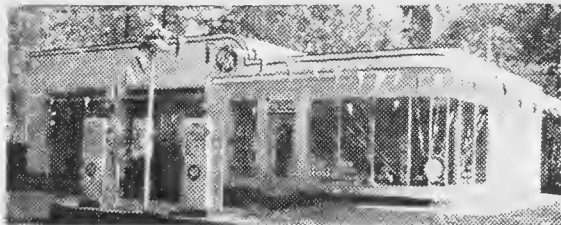
There's an excellent Milk Bar here too, which specializes in endless varieties of Ice Cream . . . and features "SOFT ICE CREAM," and man-sized Milk Shakes.

You'll find the DARIGOLD right at North end of village of Marysville, just near the bridge. Look for their Neon Sign!

A "DIGEST" RECOMMENDATION

Melody Motors at Marysville, B.C.

On Highway 95 — North Side of Town — Phone Kimberley 888



B-A OIL PRODUCTS

Ford and Monarch Dealers

Fast, Efficient and Courteous Service — 3 Mechanics to Serve you.

We Carry a Stock of Main Parts for Most Cars

Gasoline Service 24 Hours a Day — On Call during Night Hours

"OUR REST ROOMS ARE REALLY CLEAN"

Calling All Tourists!

Thought we'd mention in passing that there's one spot in Kimberley where it's always COOL! Just in case you're finding it a bit warm for too much exercise and wondering how to spend your evening.

Take time out and pop down to the **ORPHEUM THEATRE**. There's Air-Conditioning, plus extra comfy seats—together with a first-class show, which should prove a mighty pleasurable way to relax for a couple of hours!

KIMBERLEY, B. C.

IN THE HEART OF THE LOVELY KOOTENAY DISTRICT
(On the Spokane-Banff Highway, 69 miles east of Kingsgate, B.C.)

Elevation: 3,662 Feet

Population: 5,300

After driving along No. 95 Highway, North from Cranbrook, for 19 miles, you reach Kimberley, the home of the famous Sullivan Mine and Concentrator, the largest single producer of Lead and Zinc in the British Empire.

Tourists taking time to look around Kimberley will be pleasantly surprised at the facilities for holidayers. They have two excellent swimming pools, a beautiful Park, and homes and gardens such as you don't expect to find in a town devoted to mining. The sportiest nine-hole Golf Course in British Columbia is within ten minutes' drive.

Special Note: There are tours through the Sullivan Mine and Concentrator, on regular schedule, and if you are interested in this huge development, contact the offices of the Consolidated Mining & Smelting Company in town, or the Mark Creek Store.

Now . . .

IN KIMBERLEY

The East Kootenay's Most Modern
Department Store

Featuring: —

HUDSON'S BAY

Point

BLANKETS

- ENGLISH BONE CHINA
- FINE QUALITY BRITISH WOOLLENS
- A SELF-SERVE GROCETERIA

Hudson's Bay Company.

INCORPORATED 27th MAY 1870.

KIMBERLEY

BRITISH COLUMBIA

If It's Good Food . . .
They Serve It At

The Grill

IN KIMBERLEY

"OUR STEAKS ARE GUARANTEED"

Counter or Booth Service

* * *

VISIT OUR

NEW OASIS DINING ROOM

"A Dining Room of Distinction"

Philippine Mahogany Interior - - - Indirect Lighting

Lounge Rooms - - - Air Conditioned

HEADQUARTERS FOR:

ALL KIMBERLEY SERVICE CLUBS

On the Main Street in Kimberley

"GUS and ALICE — YOUR HOSTS"

"One of the Kootenays 'Better Hotels' "
THE

Kimberley Hotel

KIMBERLEY, B.C.

Rooms with Private Bath

* * *

(One Motel with Kitchen Facilities—Electric Range,
Two Bedrooms with Bath—Accommodates up to 5 Persons)

Comfortable - - - Hospitable

WRITE, WIRE OR PHONE FOR RESERVATIONS

Under Personal Management of

JOHNNY and EDITH ACHTZNER

FAST and DEPENDABLE SERVICE

If you leave your car in our care for Lubrication, Washing or repairs. We'll give you Speedy Dependable Service and guarantee your car "Texaco Roadable" when it leaves our Shop!

SULLIVAN MOTORS

(JOE FUGINA)

TEXACO PRODUCTS

DODGE — SALES AND SERVICE — DE SOTO

Right on Main Highway as you enter Kimberley from Cranbrook

PHONE 32

24-HOUR WRECKER SERVICE COMPLETE BODY SHOP SERVICE

THE MODERN BAR . . .

. . . is under same ownership as the Darigold, and is on the Highway going in to Kimberley from Marysville. It's right opposite the School, and near the Alcan Motor Court, so you can't miss it.

This is definitely an "Ice Cream" Bar, and no foods are served, but they make a super job of dispensing Ice Cream in all its glory! Endless varieties, including "Soft Ice Cream" . . . Sundaes to take out . . . Milk Shakes, served at either Counter or Tables, or in take-out Cartons.

By the way, they keep a stock of grocery needs for the convenience of tourists, including Frozen Meats, Fruits and Vegetables, Eggs, Fresh Milk, and fact everything for a quick meal.

RED'S MOTEL . . .

and Service Station, in Kimberley

This is a New Motel, about half-a-mile from town centre, on Highway No. 95, at north entrance, just beyond the underpass.

To be honest, it was not completed before we left Kimberley on our last visit, but knowing these folks and the service they have been giving to tourists in the past in the Service Station and store, we feel we can safely recommend it.

It will be fully modern in every way, and we suggest you look it over.

The Service Station and Store are open seven days a week, from dawn till dark, and whether you are buying or just looking for information, you'll receive courteous treatment.

Don't Overlook . . .

MAE'S *Hardware & Gift Shop*

IN KIMBERLEY, B.C.

- . ENGLISH BONE CHINA
- . . DINNER SETS
- . . . TEA WARE
- IMPORTED POTTERY

Gift Items

Souvenirs

YOU ARE WELCOME TO LOOK WITHOUT BUYING

LOCATION?

Opposite Sullivan Motors at South Entrance to Town.

ALCAN MOTEL

On Spokane-Banff Highway No. 95 at Kimberley, B.C.

— THIRTEEN MODERN UNITS —

- Automatic Gas Appliances
- Private Bathrooms with Tub or Shower
- With or Without Cooking Facilities
- Electric Refrigerators

Kimberley's Largest Motel

Phone 276

Kimberley, B.C.

P.O. Box 633

Mr. and Mrs. Ken Blain

Recommended Food and Lodging — Highway No. 95

Columbia Lake Cabins . . .

. . . a rustic-type Cabin Camp, in a cool grove overlooking Columbia Lake, with dandy Cabins for those who want something in the moderately priced class. The lake is about 500 yards away, and reached by a good road. Swimming is fine.

The Cabins are clean . . . have good beds . . . kitchen facilities in most . . . electric light, and central shower facilities. There is also a Community Kitchen for hot weather use. A couple of new, fully modern cottages, completely equipped in every detail, are there, too, at slightly higher rates.

This district is famous for Hunting, with an abundance of Moose and Deer within easy reach. Good Trout fishing in nearby lakes and streams, too. If you don't want to cook, a Cafe and Dining Room serve light meals and breakfasts. Reservations can be made by phone via operator at Invermere, B.C. Just ask for Columbia Lake Cabins.

Trailer Park — central plug-ins — showers, etc., "B-A Gas, Oil and Tire service.

COLUMBIA LAKE CABINS — CANAL FLATS P.O., B.C.

A Bit About the Columbia River

Most American tourists are surprised to learn that the mighty Columbia River, which they naturally associate with their own fine land, has its source in Columbia Lake, which is adjacent to the Banff-Windermere Highway, in British Columbia.

As you drive along from Cranbrook, you'll pass by Canal Flats (about 43 miles beyond Kimberley, B.C.), and after crossing railway tracks and going up the hill (about 1 mile) you'll find a "Lookout and Viewpoint" overlooking the Columbia Lake and the source of the Columbia River. There is an explanatory marker at this point. From Columbia Lake, the river flows north through Lake Windermere, on to Golden, B.C., then follows along what is now the Big Bend Highway to Boat Encampment, where it makes the "Big Bend" or turn, flowing south to Revelstoke. From Revelstoke it winds its way to Arrowhead where it widens and forms the Arrow Lakes, some 130 miles long. At Castlegar it combines with the Kootenay River to form the torrent that flows southward through Washington, to be harnessed by the Grand Coulee Dam in one of the world's largest power projects, and after doing service there, wends its way along the border between Washington and Oregon — finally merging with the Pacific Ocean near Portland, Oregon.

"The Timbers" Bungalow Resort . . .

"4-Star Government Rating"

. . . is situated in a beautiful natural setting of tall timbers, adjacent to Highway No. 95, on Columbia Lake. It is approximately 73 miles North of Cranbrook, and five miles from the famed Fairmont Hot Springs.

It's a quiet and peaceful spot . . . relaxing for a lovely holiday. There's lovely trails to walk . . . down to the Lakeshore and Hoodoos . . . over to Dutch Creek for fishing . . . etc.

Bungalows have living room, with fireplaces in some, bedroom with Simmons Beds and Deep Sleep Mattresses, Trappers Point Blankets, Kitchens with housekeeping facilities, and cooler . . . Bathrooms . . . constant hot water . . . all combining to give you the utmost in comfort.

This is unquestionably one of the nicest stopping places on this Highway. For reservations, telephone or wire via Invermere, or write Mr. and Mrs. M. Folkman, Fairmont Hot Springs, B.C.

THE S Half Diamond RANCH

Here's a place for those who wish a Holiday in the Canadian Northwest . . . a Ranch built on the shore of beautiful Premier Lake . . . at the foot of the main range of the Canadian Rockies. Cosy rustic-type cottages (with modern plumbing and electric light, of course) . . . Superb meals . . . ample recreational facilities, etc.

The Ranch is situated in the heart of the Big Game country of the Kootenay District, with isolation enough to please those desirous of "getting away from it all", and yet with all the modern conveniences that make for your comfort and enjoyment. You can rest and relax . . . swim in a lake with a temperature averaging 72 degrees in summer . . . Fish for fighting trout . . . boating . . . water-skiing daily . . . riding . . . or just plain laze around.

LOCATION? Coming from the South it is 25 miles north of Kimberley; coming from the North it is about 15 miles south of Canal Flats. We are five miles off Highway No. 95.

"OVERNIGHT GUESTS ARE WELCOMED"

For Reservations:

Phone or Wire:

**S Half Diamond Ranch
via Cranbrook, B.C.**

Watch carefully for our directional signs where road branches off No. 95 Highway

Write:

**S Half Diamond Ranch
Skookumchuck, B.C.**

The Ranch turn-off road is approximately half a mile North of Skookumchuck P.O.



Springbrook Auto Camp . . .

. . . is situated quite close to the Kootenay River, about 25 miles North of Kimberley, B.C., and offers cabins of both modern and semi-modern type. New owners have just taken this camp over, and we think they are going to run a nice set-up. They have improved the cabins, put bathrooms in several, and all have full housekeeping facilities. It isn't a "four-star" place, but it is reasonable in rates, quietly and pleasantly located, which is what a lot of you are looking for these days.

They have quite an attractive Dining Room and Lunch Counter, and we had a good meal here when we stopped over recently. There's also a good stock of groceries for camping requirements. If you want a meal or a snack en route, or reasonable accommodation . . . look into this.

"Esso" Service Station . . . tire repairs, Atlas Tires & Tubes . . . minor car repairs.

Coldstream Lakeshore Resort

Windermere, B.C. — B.C. Government 4-Star Rating

Here's another grand spot for holidaying or overnight, situated some five hundred yards off Highway 95, down by the shore of Lake Windermere, which assures quiet rest.

There are twelve units, all comfortably furnished and housekeeping equipped, accommodating from two to six persons. Some of cottages have fireplaces. All are fully modern, of course.

It's one of the most attractive locations in the Valley, and you'll delight in the flower beds and lawns . . . and the cool and shade, not to mention the lack of traffic noise. You're a hop-skip-n'a jump from the Lake, where you can enjoy warm bathing and boating.

Like other resorts in this area, it is the heart of the Big Game Country and you'll get good fishing here, too. Fishing Tackle and Fishing Licenses are sold at the Camp, and Boats and Motors are for rent. There's also a Store on the premises which handles a supply of food necessities. OPEN MAY 1st to OCTOBER 15th.

For Reservations: Phone Invermere 36X or Write:

COLDSTREAM LAKESHORE RESORT (Jeanette and Oliver Phillips)
WINDERMERE, B.C.



"PASTORALE" — LAKE WINDERMERE

SPECIAL TOURIST NOTE

For the benefit of those of you travelling through who are not familiar with the country, we would like to point out that you will find that the Lake Windermere district offers some of the finest accommodation in the West. It has lovely Resorts and Courts . . . first-class Hotels . . . excellent Dining Rooms and Restaurants . . . and it's such a pleasant and tranquil spot.

It's only a matter of a 15 to 20-minute drive to Radium Hot Springs from any of the Windermere district resorts . . . and if we were you, we'd give it a thought when planning your reservations and accommodations, even overnight. You'll have no traffic worries . . . a quiet rest . . . and the surroundings are unexcelled.

"Akiskinook"



Situated in a shady grove just off the Banff-Windermere Highway, and overlooking Lake Windermere, "Akiskinook" offers spacious Cottages, which accommodate from two to six persons. Each Cottage has large living room, with stone fireplace (Heatlilator equipped), cozy bedrooms, three-piece bathroom, modern kitchen with gas range, cooler, and in fact everything for your comfort.

We know you will find the ultimate in accommodation at "Akiskinook".

There is a private beach, sandy, and safe for children and wonderful WARM BATHING, and boating, good fishing and big game hunting. For reservations, write, wire or telephone:

"AKISKINOOK"

Telephone 34-L

(Hugh and Betty Blunt)

Windermere, B.C.

"B.C. Government Four-Star Rating"

Open April 15th to Nov. 15th

"SKOOKUM INN"

Right on the Highway, close to "Akiskinook" and opposite the big Windermere Beach sign, is "Skookum Inn", which in the language of our Indians means "Good Food Inn", and the place lives up to the name!

It's a most attractive place, where you can get quick Counter service or dine at leisure in their lovely Dining Room.

House specialties are Fried Chicken or T-bone steak dinners, replete with all the fixin's. Pies are home-made and tasty, and everything is nicely served. Hamburgers, sandwiches, ice cream, soft drinks, etc., are also served.

BREAKFAST is served commencing at 7:00 a.m. daily. Guests staying at adjacent Motels may make reservations for dinners or luncheons by appointment, by telephoning or calling in advance, and may arrange for earlier breakfasts if desired.

You'll like the food . . . the surroundings . . . the atmosphere . . . the cleanliness . . . and the service offered at.

SKOOKUM INN . . . Telephone Invermere 19-F
on Highway 95, near Windermere

Open from 7:00 a.m. till midnight every day.

HOTEL SELKIRK

AT WINDERMERE, B.C. - ON HIGHWAY NO. 95

This new Hotel offers outstanding accommodation in rooms either with or without Private Baths. Furnishings throughout are of the very best . . . it is kept in meticulous order . . . and you'll find it a most restful stopping place. Rates are pleasantly reasonable.

Meals are served during the Tourist Season, and the Hotel is Open All Year. It's right at the Windermere Junction on Highway 95.

For Reservations, Wire or Telephone:

HOTEL SELKIRK - - - VIA INVERMERE, B.C.

A REAL TOURIST SERVICE!

For Accommodation in the Windermere Valley, we recommend you contact:

Crossroads Service Station

On Highway 95 — at Invermere Junction

(Mr. and Mrs. E. J. Wonnacott)

They will secure accommodation for you, either on the spot or by reservation ahead if you telephone Invermere 74-M.

RESERVATIONS FOR BANFF CAN BE MADE FROM HERE

Save Your Time . . . No Waiting for Phone Calls

There's also a COFFEE SHOP here, Open All Hours

IMPERIAL "ESSO" PRODUCTS — TIRE REPAIRS

Lake Windermere Lodge and Cabins . . .

"A Resort in the Heart of the Rockies"

This fittingly describes this pleasant Resort on the shore of Lake Windermere, at Invermere, B.C.

It's a delightful holiday spot, and one which families will especially enjoy, all the cottages are on the lake, where there's warm water bathing, a good sandy beach, and lots of shade trees around the camp and cottages. The large units have two bedrooms, bathroom with shower, basin and toilet, kitchen with wood stove and electric plate, plenty of dishes and utensils, and a large screened-in porch, which makes for ideal outdoor eating or sleeping.

There are smaller cottages to accommodate parties of two or three persons, and every one has a lovely lake-view, and the screened porch.

This resort is now under the new management of Mr. and Mrs. T. Dickinson, who have done much to improve it in every way, and you'll find it a happy place for holidaying . . . with plenty fun facilities . . . at rates which are most reasonable. For reservations:

Lake Windermere Lodge and Cabins, Invermere, B.C.

Phone: Invermere 70-R

For Camping Supplies . . .

Take our advice and shop at "RUDY'S", in Invermere. It's very handy, opposite Invermere Garage, and they carry a good stock of Fresh Fruits and Vegetables, right in from the local farms, not to mention Cold Meats and Farm-fresh Eggs! And — of course — all the staple lines of groceries. We always shop here when we're in the district, and enjoy it!

RUDY'S . . . INVERMERE, B. C.

RECOMMENDATIONS IN INVERMERE-RADIUM AREA

At Athlmer, B. C.

... just half a mile off the Banff-Windermere Highway, you'll find the Coronation Hotel ... one of the oldest-established in the Valley.

It has been completely remodelled throughout the interior, and now offers well furnished rooms, with Private Bath.

Long famed for its food, the Dining Room and Coffee Shop operated by the Hotel is open from 7:30 a.m. to 10:30 p.m. — and you won't leave hungry. This is the only Dining Room in this area.

Turn off Highway at the Junction to Invermere, and follow through for half-mile ... it's worth your while!

Coronation Hotel — Athlmer, B.C.

Superior Photography . . .

. . . Superior Photo Finishing

For grand views of Western Canada and the Rockies, both in colour and black and white—superbly finished—we suggest you call in at Calgary at the McDermid Drug Company, 128 - 8th Ave. West, and see their selection. They have excellent Kodachromes of the Calgary Stampede and Canadian Rockies, wild animals, the Calgary Zoo Dinosaurs, etc. and Films of ALL types.

If you're fussy about your photofinishing—this is the place for you. They specialize in Fine-Grain development of Miniature Negatives and the making of enlargements, and have turned out some very fine work for us. Special Service is given to Mail Orders. Jumbo Prints of fine quality are a specialty. Call in, or send your films to us, with your instructions and we will return them promptly.

"Official Photographers for Calgary Stampede"

McDermid Drug Company Ltd.

128 - 8th Ave. West

Calgary, Alta.

Hilltop Auto Camp . . .

"B.C. Government 4-Star Rating"

... This Camp is on Highway 95, on the road between Golden and Radium Hot Springs, some nine miles north of the Radium Swimming Pool, and 7½ miles north of the Junction of Highway No. 95 and No. 1B. 60 miles south of Golden, B.C.

Cabins have combined kitchen-living room, with wood stove and electric plate, dishes, cooking utensils, and refrigerator. One or two bedrooms, as required, and bathroom with toilet, shower and basin.

Whilst it is a few miles from the Springs Pool, it has a lot to recommend it. The rates are only \$5.00 for two, \$6.00 for four, and comfortable cots are available at 50c each. Mr. and Mrs. Lautrup, owner-managers are friendly country people, who will make you welcome and comfortable. You can get fresh milk and cream and plenty fresh vegetables and fruits during the season, right at the camp farm. Why not drive a few miles ... and save a few dollars? Reservations can be made by telephoning via Invermere Exchange and asking for the Toll Station.

RECOMMENDATIONS AT RADIUM, B.C.



FOR DEPENDABLE CAR SERVICE
AT RADIUM HOT SPRINGS

See

RADIUM MOTORS, LTD.

GENERAL MOTORS DEALERS

Automotive Service on All Cars

B.-A. Products

Also Imperial Oil Credit Cards Accepted Here

LUBRICATION - - - TOWING SERVICE

"Everything for your car needs"

Phone Radium Motors Ltd., Invermere, B.C. Exchange

BUICK

—

G. M. TRUCKS

—

PONTIAC

Hot Springs Auto Court . . .

Two Miles South of Radium Swimming Pool

This Court is on Highway 95, at the new Townsite near the Junction of the Golden-Radium Hot Springs Highways, and close to Radium Motors.

It offers a variety of accommodation, both modern and semi-modern. Modern Units have Living Room with Bed-Chesterfield, Bedroom, Kitchen with Electric Range, Dish, Refrigeration and Bathroom with Shower, Toilet, etc. Hot and cold water.

The semi-moderns have same Kitchen and Bed set-up, and have a private toilet, but no shower, and only cold running water. Rates on these are, of course, more reasonable.

The Court is in a quiet location in the pine trees, and is only a few minutes' drive from the Swimming Pool and Aquacourt.

Reservations can be made by telephoning through the Exchange at Invermere, B.C.

HOT SPRINGS AUTO COURT — RADIUM HOT SPRINGS, B.C.

A Brief History of RADIUM HOT SPRINGS

Nestled alongside the mountain torrent, Sinclair Creek, just inside the almost perpendicular 1000-ft. walls of Sinclair Canyon, the legend goes that the Indians many years ago found a stream of hot water bubbling out of the rocks and soon learned of its wonderful curative powers. In this same location the Canadian Government in the 20's built an outdoor pool which is still in use by thousands every year seeking relief from arthritic, rheumatic and other pains, including heart and skin conditions. In 1951 the Government again, at great expense, constructed an additional permanent bathhouse and pool, containing all the most modern facilities and dressing-rooms. This new pool is kept at an approximate temperature of 78° F.

Health Giving Waters

Radium Hot Springs is rightly known to many as "the Spa which cures your aches and pains". Without claiming curative powers, many sufferers from muscular, rheumatic, arthritic, heart, skin and other ailments have found either cure or relief from these waters. The springs, with an extremely high Radium content, emerge from the rocks at a temperature from 112° to 118° F., all year, and are among the hottest on this continent, without odor or taste.

A recent analysis shows the following contents at a temperature of 115° F.

Calcium Sulphate	36.17	Sodium Chloride	5.00
Magnesium	11.20	Strontium Sulphate	1.71
Aluminum	7.04	Silica	2.66
		Calcium Carbonate	1.12

Radium Emanation: Radium 40 x 10.9 Grams per litre.

It is worthy of note that the only other Springs in the world with similar mineral content are at Bath (England) and Baden-Baden (Germany).

ADDISON'S
BUNGALOW
CAMP . . .

A.A.A.

RADIUM HOT SPRINGS, B.C.

Four Minute Walk From Pool



18 Fully Modern Bungalows

Various Sizes from 2 to 8 Persons

Constant Supply of
Hot and Cold Water

Some containing Fireplaces and others Gas
heat, Showers, Box Spring and Inner Spring
Mattress Beds



Panel Ray Heating in all Units
Propane Gas Plates in Kitchens
Two Bungalows without Cooking

Addison E. Scratch

Open May 1st to October 15th

The New Aquacourt at
RADIUM HOT SPRINGS



THE KOZY MOTEL
at
RADIUM HOT SPRINGS, B.C.

- A New Resort, offering the Finest Motel accomodation
- Double or Single Units, accomodating two to six persons.
- Sleeping Units . . . or Housekeeping
- Electric Ranges and Refrigerators in H.K. Units.
- Glassray Panel Heating.
- View Balcony overlooking magnificent Columbia Valley adjoins each unit.
- Maid Service.

Situated:— Adjacent to Highway, about 300 yards from Park Entrance at Radium, and less than a mile from the famous Hot Springs, Swimming Pool and Aquacourt.

For Reservations: Telephone Invermere 43-W
Cafeteria on Premises — Shell Service Station
Owned and Operated by
Sinclair Canyon Enterprises, Ltd.

FAY-MAR-K

Cabins

ON THE BANFF-WINDERMERE HIGHWAY

26 miles north of Radium . . . 28 miles S.W. of Banff



This Bungalow Camp is near the Banks of the Kootenay River, and its Rustic Log-Type Bungalows afford every holiday comfort. Small units accommodate up to four persons, with larger ones taking eight. Some bungalows have stone fireplaces, and all have good beds . . . fully equipped kitchens . . . are fully modern, with shower etc.

RIDING: Horses are available at the Camp at reasonable rates.

FISHING AND BIG GAME HUNTING: You're right in the heart of some excellent territory for both. Plenty of River and Stream Fishing close to camp . . . Rainbow, Dolly Varden and Brook Trout . . . and one of the finest Big Game Hunting Grounds in the West, as it borders the National Park, which is a game sanctuary. Guides available. Camp opens May 24th and operates until late Fall. Special arrangements made for Hunting parties.

• IMPERIAL "ESSO" SERVICE STATION ON PREMISES . . . ALSO CAMP STORE.

Mailing Address: Kootenay Crossing, c/o Radium Hot Springs, B.C. . . .
Phone via Warden's Line in Banff. Jack and Jean Leslie, Proprietors.

Harmony Drug Store . . .

. . . is one of Banff's "landmarks", and a shop which we're sure you'll thoroughly enjoy. In Banff's very young days Byron Harmon settled in and started this shop—on a much smaller scale than now, of course. He was a fine Photographer, and his pictures are still amongst the finest ever produced in the Canadian Rockies. You'll enjoy browsing around the Photographic and Pictorial department, seeing the magnificent enlargements of some of his finest shots, and also the newest in coloured pictures in water colours and oils. No matter what type of picture interests you, you'll be able to find it, and buy it at a reasonable price.

And—in tradition, the Photo Finishing Department turns out excellent work—speedily.

Visit, too, the English China and Souvenir Department, where there's Gift items to please everyone on your list, and then the Drug section—where they feature all the well-known lines of Cosmetics, both English and American.

When you've spent the odd hour browsing around, you don't need to wander out to get a cup of tea or coffee and a snack . . . it's waiting for you at the Coffee Counter and Fountain!

You'll find it pleasant and profitable to shop at:

HARMONY DRUG STORE

BANFF AVENUE

BANFF, ALBERTA

BANFF

Actual and Factual . . .

First, a couple of statistics. Situated in the Bow Valley, at an altitude of 4,534 feet, Banff is the headquarters of Banff National Park, which has an area of 2,585 square miles, and was established in 1885.

Known in the days of old as a typical Alpine Village, it has changed a bit with the years . . . assuming a few aspects overlooked by the oldtimers . . . and thanks to the wonderful publicity given to both Banff and Lake Louise by the Canadian Pacific Railway, who operate million-dollar luxury resort hotels at both places, as well as bungalow camps at Emerald Lake, and Moraine Lake . . . it is probably known to more Americans than any other place in the Canadian Rockies. Whether or not the fame is deserved is a matter of opinion. The Canadian Rockies cover a lot of territory, of which Banff is a small portion.

It is an all-year-round resort, offering the usual mountain-playground holiday attractions during the summer months, and an abundance of fun during the winter season for winter sports enthusiasts, including skating, curling, swimming in hot springs pools AND skiing. This area boasts the finest skiing terrain in Canada, and draws thousands of hickory-blade fans annually. The Banff Winter Carnival, usually held in February each year, is also a winter attraction.

Accommodation: There's every type—from the famous Banff Springs Hotel to tourist rooms in private homes. Several delightful bungalow camps, situated at view-vantage points, provide the finest in this type of lodging . . . living rooms with open log fireplaces, chesterfields, radio . . . housekeeping kitchens . . . private bathroom with shower . . . cozy bedrooms . . . maid service, at prices from around \$7.50 for two people, \$9.00 to \$14.00 for four, and up to \$18.00 for five or six. These camps operate from May 1st until October 15th.

There are four first-class hotels downtown, open all year, with rates (European plan) of from \$3.50 double without bath, to \$10.00 double with bath. Winter rates are lower. A couple of lodges have suites with housekeeping facilities and are open year round. Lots of home-owners have cabins on their property . . . of all types . . . varying in rental from \$2.50 daily up to \$8.00 or so, depending upon conveniences, etc. Tourist rooms in private homes abound, and these bring from \$2.50 to \$5.00 daily, double. Some have private bath.

Food: A variety of cafes cater to every pocketbook. Prices are quite reasonable, with breakfasts of the ham 'n' egg sort for from 85c . . . full-course lunches and dinners from 95c to \$1.50 for usual menu items, with steak or special in the \$2.00 to \$3.50 class. For those doing their own housekeeping, a choice of shops offer everything needed. Prices may be a bit higher than at home . . . but you're on a holiday and probably expect it.

Shops: Souvenir shops abound . . . you can pay your money and take your choice. We've suggested a few where handicrafts, china, etc., are obtainable, and if you want British Woollens, you can do worse than to get them in Banff. Prices are well in line, and lower than for similar quality in the States.

Hope we've given some helpful facts, and if you need more you can always write to us . . . **The Traveller's Digest**, at Banff, Canada.

HIGH SPOTS for a HOLIDAY



BANFF and LAKE LOUISE in the CANADIAN ROCKIES

For a mountain of holiday fun, come to Banff and Lake Louise in the spectacular Canadian Rockies. You'll find your favourite sport from trail riding to tennis and canoeing.

BANFF SPRINGS HOTEL, Banff, Alta.
Open June 5 to September 14.
Enjoy thrilling mile-high golf, dancing, swimming, boating.

CHATEAU LAKE LOUISE, Alta. Open
June 8 to September 7.
Comfort is the keynote from the glass-enclosed, filtered and warmed swimming pool to wonderful meals, service, and sightseeing.

Enjoy a carefree vacation at Canadian Pacific mountain lodges. Morain Lake Lodge and Emerald Lake Chalet offer comfortable accommodation in an informal setting.

Information and reservations from any Canadian Pacific agent or write Hotel Managers.

Other mountain lodges, owned and operated by Brewster-Ford Lodges Limited, are:
Lake O'Hara, Lake Wapta, Yoho Valley.

Canadian Pacific



Rambling 'Round Banff

GARDENS

Walk up Banff Avenue, across the Bow River Bridge to the Administration Building (Post Office is in this building, too), and see the beautiful rock gardens, built in a series of rock plateaus connected by small cascades which tumble from pool to pool, in the grounds adjoining the building. A great profusion of native alpine flowers, plants and shrubs, enhanced by rustic bridges and pavilions, invite you to stroll through this enchanting area.

WATERFALLS

Cross the Bow River Bridge, turn left, and follow the trail along the river's edge to Bow Falls (about a mile). Fine view of Banff Springs Hotel here. Return by way of Fish Hatchery and Spray Avenue.

CANOEING

Like Canoeing? If you do, you've a treat in store if you get a canoe of the Bow River Boat House (across bridge then turn right and follow marked road), and paddle up the Bow until you come to where there is a sign "Echo River". Wind in and out of this lovely little stream—trees overhanging—a blue sky above you, and a stillness that is only broken by the swish of your paddle. Quite often you see the beavers working—but only if you sneak up on them quietly.

SWIMMING AND HOT SPRINGS

The Cave and Basin, outdoor swimming pools, where you can swim in the waters of Natural Sulphur Springs, are about a mile from the town, by way of the Bow River Bridge, then a right turn and follow the main highway, and is a pleasant hike, or drive. There's a large pool, temperature 78 deg. and a smaller one which has a temperature of 91 deg.

The Upper Hot Springs, which is 2½ miles from Banff, is reached by a good highway. Cross bridge, turn left, then make right hand turn onto Upper Hot Springs road. The Hot Sulphur Pool here has a temperature of 112 degrees F. There is also a bath house containing steam room, tubs, plunges, hot and cold sprays and resting rooms.

SKYLINE SPECIAL

That's the trip to **SULPHUR MOUNTAIN CHALET**, 7,350 feet above sea level—the place where the mountain sheep look on as you eat!

It's not a strenuous trip either, as there's a "JEEP TRANSPORT" to take you the greater part of the journey. Drive or hike up to the Upper Hot Springs, where you'll see the sign pointing to the "Transportation Jeep" for Sulphur Mountain. It leaves every half hour on the hour, from 11:00 a.m. until 5:00 p.m., and takes you to "Half-Way House", where you can rest and have a snack at the Tea-Room, and then continue on foot to the top of Sulphur Mountain.

Here's a panorama you'll never forget. Shimmering, towering peaks surround you, and the beautiful Bow Valley lies thousands of feet below!

There's a comfortable Chalet where you can get very good meals—and where those of you who want to go up for the sunset in the evening and stay overnight to see the sunrise—another unforgettable sight—can get good overnight accommodation.

Enquire at **UPPER HOT SPRINGS HOTEL** for information on rates, reservations, etc., and make this trip a "must" on your Banff holiday!

THOUSANDS OF FEET ABOVE WORRY LEVEL!



SUNBURST LAKE CAMP
at
MOUNT ASSINIBOINE

"The Most Unique Holiday in Canada's Rockies"

That's what you'll have . . . something to remember for the rest of your life . . . the happiest hours you ever spent . . . with the best companions . . . in the eye-twinkling atmosphere of Sunburst Lake Camp, nestling on the lake shore at the foot of mighty Mount Assiniboine . . . a blue-clear seven thousand two hundred feet above worry level!

Of course, you can't drive in to it . . . and you can't go in and out in a day. This is a holiday for the sort of folks who want to see and do something a bit different . . . and who will take a few days to accomplish their desires. Elizabeth Rummel, your very nice and competent Hostess at Sunburst Camp suggests that you plan to spend at least a week on this trip, as it takes a day to ride in to Camp . . . same to ride out . . . which gives you five full days to fish, ride, hike, climb, or sit in the shade of an old pine tree . . . whichever you prefer!

There's an "All-Expense" Rate of \$85.00 for this Week of Holiday, which includes transportation to and from the Camp, lunches en route . . . Meals and accommodation at the Camp. Or, if you can't take a week to do the trip, you can pay the standard charge of \$40.00 to the Outfitter to bring you in and out from Canmore to the Camp, and then \$9.00 per day for your stay at "Sunburst".

Reservations for this trip can be made through Mrs. Jean Waterhouse, of Banff, by telephoning 24-Banff, or writing to P.O. Box 300. She will contact Ray McBride who is the Outfitter for the trip in to Camp, at Canmore, and make all arrangements. It is an 18 mile trip in from Canmore . . . and if you don't like riding, you can hike it in about five hours . . . with wonder-filling scenery all the way. Ray McBride leaves at 7.00 a.m. with guests, arriving at Camp about 4:00 p.m.

The Camp opens on July 1st and closes September 15th, and re-opens again during March and April for Spring Skiing.

Hope you'll take this trip . . . it's a really, truly personal recommendation of ours . . . we've known Elizabeth Rummel for years and you just couldn't find a Camp better than the one she operates . . . nowhere!

If you propose hiking in, you can drive your car to Canmore and then on from there to Canyon Dam at Spray Lakes . . . and leave it there till you return but don't go without first making accommodation arrangements via Banff.

For Reservations by Mail or Wire

SUNBURST LAKE CAMP

ELIZABETH RUMMEL

P.O. BOX 41, BANFF

To Enjoy Banff . . . Go On The River



CANOE AND ROWBOATS FOR HIRE

LAUNCH TRIPS ON BOW RIVER "NINETY VIEWS IN NINETY MINUTES"

Like Boating or Canoeing? If you do, you've a treat in store if you get a Canoe or Boat at the Bow River Boat House, and paddle up the Bow until you come to where there is a sign "Echo River". Wind in and out this lovely little creek—trees overhanging—a blue sky above you, and a stillness that is only broken by the stroke of your paddle or oar. Here's where you see the Beaver working, especially in the evenings—and if you keep a lookout, you'll see moose, deer, elk and maybe black bear in the woods bordering the creek.

If you prefer Launch Trips, these run two or three times daily up the Bow River, and it's a splendid way to view the wild animals in their natural surroundings. Passengers may stop over at picnic grounds for a picnic or fishing, and return by a later launch, if they wish.

BOW RIVER BOAT HOUSE Banff, Alberta

For Fast and Dependable Service on Your Car

CASCADE SERVICE

(F. Douglas, Prop.)

IMPERIAL "ESSO" PRODUCTS

Atlas Tires and Accessories — Complete Car Service

Will Call for and Deliver Tire Repairs

Telephone 389, Banff

ON THE MAIN STREET, AT EAST ENTRANCE TO BANFF



Alpine Gift Shop

IMPORTERS OF FINE GIFTS
FROM MANY LANDS

Banff, Canada

(in Greyhound Bus Terminal
Bldg., near Mount Royal Hotel)
LOOK FOR THE "ALPINE" SIGN

This Shop is fascinating . . . and a "must" when visiting Banff. Rita Hansen (the Owner-Manager) has just returned from an extended tour of Denmark and the Continent, where she personally met some of their

most famous personalities in the world of Ceramics, Porcelains, Stonewares and Handicrafts, and has brought back an outstanding Selection of their choicest wares for your delight in this coming season

You'll find Danish Ceramics by famous artists such as Edith Nielson, Joska, Bangholm, Zeuthen, and Porcelains by Aristo . . . Bing and Grondahl, in items including Figurines, Vases, Sweet Dishes, and many other exquisite lines to lend beauty to your home. The Stoneware by Palshus is a delight . . . as are the many Danish Handicrafts.

Pewter by Just Andersen of Copenhagen, recognized world-over as supreme in its class will also appeal. The greatest care has been taken, not alone in the making of the original drawings and models, but also in the subsequent production of each article.

ROYAL DOULTON FIGURINES are also featured, together with beautiful gifts in English Bone China by such makers as Aynsley, Paragon, Coalport . . . and typical souvenir items local to the Banff area together with a selection of unusual Costume Jewellery and other exclusive tourist attractions delight both the eye and purse.

Prices are within everyone's range . . . and you'll be well advised if you take our advice and visit this lovely shop.

NEED ACCOMMODATION IN BANFF OR JASPER?

Or Anywhere in Western Canada?

Contact:

THE TRAVELLER'S DIGEST TOURIST BUREAU

Telephone 26

Banff, Alta.

On Main Street—Next to "Esso" Cascade Garage at East End of Town

BANFF RECOMMENDATIONS

Welcome to Banff . . .

. . . and we hope you'll enjoy every minute of your vacation and take back some happy memories.

We know you'll take some time out from sightseeing to browse around the shops in Banff—and we'll be mighty glad to welcome you to ours—The British Woollen Shop and Howard Anderson's Stores—both of which are on the Main Street.

Forty-two years in business here, catering to Tourists and travellers from all over the globe, has given us a fair knowledge of the type of merchandise the discrimination buyer is looking for—hence our reputation for having the finest stock of materials and styles in Western Canada! This includes British Woollens, Sportswear for every occasion, and a distinctive line of British clothing for both men and women. Stocks were never better than those we have on hand this season (1954).

We've been of service to thousands of tourists in the past, and hope we'll have the pleasure of adding your name to our list, so look for our shops and call in, won't you?

THE BRITISH WOOLLEN SHOP

and

J. D. ANDERSON'S SPORT SHOP

UPPER HOT SPRINGS HOTEL

BANFF, ALBERTA

Situated about 2½ miles from Town, on the Highway to the Upper Hot Springs, at an elevation of 5,200 feet, here is one of the oldest established Hostelrys in Banff National Park. Founded many years ago as a Curative Mineral Bath Resort, it is now one of the finest Resorts in Banff, and its recent remodelling of Lounges, Dining Room, bedrooms, etc., makes it a most attractive stopping place.

The Lounge and Dining Room are panelled in Knotty Cedar, are attractively furnished, and their "Picture-Windows" frame exquisite vistas of the lovely Bow and Spray Valleys and majestic Mount Rundle. The view from the Dining Room window is absolutely unmatched anywhere in Banff.

Comfortable bedrooms . . . plus the quiet location of the Hotel . . . ensure restful sleep.

Announcing the Opening of Our NEW DINING ROOM AND COFFEE COUNTER

FEATURING

CHICKEN and STEAK DINNERS

HOME-MADE ROLLS and PIES . . . GOOD COFFEE

SANDWICHES - SALADS - ICE CREAM - SOFT DRINKS

"Dine in a relaxing atmosphere
overlooking the beautiful Bow Valley"

BOAT TRIPS AND FISHING ON THE MOST SCENIC LAKE IN BANFF NATIONAL PARK



Beautiful Lake Minniwanka

BEAUTIFUL LAKE MINNIWANKA is situated seven miles from Banff in a deep narrow valley nearly a mile above sea level and is encircled by mighty mountains whose cliffs rise sheer from the waters edge. It is 15 miles long and one mile wide.

The Black Anchor Boat House operates comfortable sightseeing launches which run scheduled trips at 11:00 a.m., 1:30, 3:00, 4:30 and 7:00 p.m. daily. They also have the finest rowboats and motor boats for hire.

FISHING UNEXCELLED. Lake Trout have been taken up to 48 pounds and Dolly Varden, Grayling and Rainbow are also plentiful. Fishing Tackle can be rented or purchased. There's a Refreshment Booth at the Boat House and a Government Picnic Ground nearby.

HOW TO GET THERE: Follow the Highway from Banff toward Calgary about 2 miles, where you will see several signs showing way to Cadet Camp, Bear Feeding Grounds and Lake Minniwanka. It is about five miles from here on excellent road.

For Reservations: Telephone Banff 4706

BLACK ANCHOR BOAT HOUSE L. G. SKIRROW, LAKE MINNIWANKA



It ain't just the SIZE of the Whopper you lost,
Nor the species or weight that'll grieve you.
The Problem you face . . . not to mention the cost
Is to get some durn fool to believe you!

Opposite Royal Canadian Mounted Police Barracks,
Banff, Alberta

Garbert's Furs

Canada's Finest Furs



706 Centre Street

Calgary, Alberta

In Banff, It's

FAIRHOLME BUNGALOWS



Overlooking Fairholme Range
"The Million-Dollar View"



Situated one mile from the village centre, on Tunnel Mountain, where you get that much-talked-of "million-dollar-view", this new Bungalow Camp offers everything you could wish for in fine accommodation.

Bungalows under the pines, where restful sleep is assured. Each Bungalow has large Living Room—with a big stone fireplace, equipped with Heatolator, a chesterfield, easy chairs. Alcove bedrooms—sleepy-time beds, snuggle-down blankets. A smart little kitchen with electric range, dishes and all you need to do your own cooking. A bathroom with shower, toilet and basin completes the set-up.

Bungalows vary in size, to accommodate from two to eight people, and rates from \$8.00 per day for two, \$10.00 to \$14.00 for four, and \$14.00 up for six or more.

You couldn't find a more comfortable Bungalow Camp anywhere in the Canadian Rockies, and The Traveller's Digest is pleased to have it on their list of "preferred accommodations"

For reservations: Write, wire or telephone

Fairholme Bungalows

Banff, Alberta

-

Box 51

-

Phone 117-R-2

"Thousands of Feet Above Worry Level"



Dine in
THE LIFT ROOM

At

Mount Norquay Lodge

(AT THE FOOT OF THE CHAIR LIFT)

If you appreciate Delicious Fried Chicken or superbly-prepared Steaks, you'll enjoy dining here. Your Steak will be cut to your order . . . and cooked to your taste.

Drive up to Mount Norquay Lodge (follow the Chair Lift signs). It's at the foot of the Chair Lift. You'll have a five mile drive with magnificent views of the Bow Valley and surrounding peaks . . . plus a wonderful meal.

By the way, there's also a Coffee Counter in the Lodge, for snacks, sandwiches etc.

Mount Royal Hotel

**Banff's
Leading Year-Round Hotel**



Offers excellent accommodation
on American or European Plan



New wing containing large and
luxuriously furnished rooms —
all with private bath

Guests compliment us upon the outstanding
quality of food served in our dining room.

SPECIAL MONTHLY RATES—October 1st to May 1st

C. R. Smillie, Manager

Write for folder and rates

**BREWSTER TRANSPORT CO. LTD., Proprietors
BANFF, ALBERTA, CANADA**

Gifts to Suit "You" . . .

. . . and Your "Pocketbook" too!

Be Sure to Visit . . .

ANN BOON'S

Belleek and English China Shop

(In Mount Royal Hotel Block, Banff)

For Your Pleasure:

- . Royal Doulton China and Figurines
- . . . Fine English China and Saucers
- An outstanding selection of Souvenirs typical of
Banff and Western Canada.

and

Pictures of Exotic Beauty or Lamps of Extraordinary Design
in

"CANADIAN CLOISONNE"

by A. Gillis of Quebec, Canada

"DROP IN AND BROWSE AROUND"

The Margaret Carrick Shop and Tea Room

For a sort of quiet place for breakfast, lunch or supper, and especially Afternoon Tea, may we suggest this little spot, located at the corner of Wolf and Bear Streets, which is just one block from Banff Avenue (ask anyone where it is).

If you go for Tea you'll get real Scotch Scones, with a choice of Apple Butter from Ontario, Maple Cream from Quebec, Strawberry Jam from British Columbia, and home made Lemon Cheese! They're just as delicious as they sound! Luncheons and Suppers feature Salad Plates, Chicken Potage (a meal of Chicken and Vegetables, Omelette, Home-made Breads, Buttermilk). Open 8:00 a.m. until 7 p.m.

ACCOMMODATION There are several very nice rooms for Tourist accommodation here. They have clean and comfortable beds — at reasonable rates. Some are "family" size rooms — others double. We are sure you will be comfortable here.

The Margaret Carrick Shop

22B Bear Street, Banff, Alta.

"Recommended by Duncan Hines"

See the Canadian Rockies **with Rocky Mountain Tours**



Enjoy a happy, carefree holiday—revel in the scenic grandeur and the eternal romance of the Rockies. Let Rocky Mountain Tours arrange your trip and eliminate all the responsibilities of enquiries, reservations and the many details essential for a perfect holiday.

Buses with "PLEXIGLAS" Tops

The ultimate in modern equipment offers you the opportunity of seeing the splendor of the Canadian Rockies in complete comfort. Smooth-riding 25-passenger buses with air-foam cushions are equipped with plexi-glass tops which afford, in addition to all-weather protection, an unobstructed view of the mountain scenery. Plexi-glass is also a feature of the small 10-passenger Cadillac buses.

In all buses, a public address system brings the drivers' comments to you. The drivers, all Government Licensed motor vehicle operators, are familiar with both landmarks of the area and the Indian legends which have become associated with these natural wonders. You will find them courteous and obliging and ready to help to make your holiday pleasant..

Private Car Service

A Specialized Private Car Service is available for those travellers who wish the exclusiveness of independent tours, or desire an itinerary not available on the regular schedules. For this service, up-to-date limousines with full view plexiglass tops may be reserved. Private Car service charges are based upon the rate of five single bus fares, on trips in the National Parks.

Why not plan to leave your car in Banff, or Lake Louise, and really "SEE" what you've travelled thousands of miles to see? Do the trip to the Icefields and Jasper and return in real comfort . . . take your camera along and get unhurried pictures and do the trip to Lake Louise, Moraine and Yoho Valley the same relaxing way. You can leave your car with Mountain Tours without charge. They will also take care of your reservations for any overnight stops.

For detailed folder and rates, write or call at:

ROCKY MOUNTAIN TOURS BANFF, CANADA

BANFF RECOMMENDATIONS

The Corner Drug Store . . .

. . . which is directly opposite the School of Fine Arts Building on the Main Street is another small shop which you will enjoy. They have a choice selection of English Bone China Cups and Saucers . . . Figurines, etc. as well as lovely scenic views of the Rockies, Oil Paintings by local Artists. Souvenir items . . . perfumes . . . cosmetics and all Drug supplies. It's a nice place to shop.



Of Course and Necessity . . .

You'll need a "hair-do" when you're in Banff, and might even want to get some of the road-dust out of your pores by way of a good Facial—so we recommend that you drop in to the:

Mount Royal Beauty Shoppe

which is just on the Main Street of Banff, in the Mount Royal Hotel Building, next to the British Woollen Shop. Phone Banff 404 for Appointment. Incidentally, you'll find . . .

Ann Boon's Belleek and English China Shop

on the same premises, which stocks a lovely selection of Royal Doulton China, Figurines, China Floral Baskets, Indian Souvenirs and Banff Novelties . . . and which features the exquisite line of "Canadian Cloisonne" work by A. Gillis of Quebec, Canada. His Pictures and Lamps are truly beautiful, and will well repay a visit to this little shop.

Inviting Lawns

Lovely Gardens

THE HOMESTEAD

BANFF'S QUIET HOTEL

and

RESTAURANT

Famous for it's Gracious Service & Fine Cuisine

On Trans-Canada Highway —midway
between C.P.R. Depot and Business Section

RESTAURANT OPEN 8 a.m. to 8 p.m.

Facts for Tourists . . . Banff Area

Auto Camp Ground

This is situated amidst delightful sylvan surroundings about one and a half miles from the centre of Banff on the northern ridge of Tunnel Mountain. It has accommodation for several hundred cars, is divided into blocks similar to a city, and has large electrically-lit cooking and eating shelters, laundry buildings and lavatories on each block. The picnic shelters have running water on tap, large cook-stoves and free fuel is supplied by the Parks Department. Large electric arc lights illuminate it at night. It is government operated and is patrolled by the Mounted Police. Accommodation is also provided for 18 cars with trailers, this area being equipped with electric plugs for light and heat.

There is also a Camp Ground beautifully located at Two Jack Lake, with all facilities. To reach it, drive out on the Trans-Canada Highway No. 1, East, about four miles, cross C.P.R. tracks, and turn left at sign pointing to Lake Minnewanka and to Two Jack Lake. It is a five-minute drive from here.

The fees for camping in the National Parks are as follows:

Ordinary tent or bed-fitted automobiles — one night, 50 cents; two nights, \$1; more than two nights and not exceeding one week, \$1.50. Trailers — one night, 75 cents; two nights, \$1.50; more than two nights and not exceeding one week, \$2.00. Electricity for cabin trailers, 35 cents per day.

Highway Camp Grounds

As it is illegal to light a fire for any purpose whatsoever within one mile of any park highway, camp grounds have been established throughout the Parks. These will be found every few miles immediately adjacent to the highways. All have comfortable cooking and dining shelters, stoves and cleared ground for pitching tents, and all are situated near to pure running water.

Firewood will be found ready to hand at these grounds and may be used free of charge.

Government Museum

The Museum is situated at the north end of the Bow River bridge, close to the centre of town, and houses an excellent collection. It contains well-arranged and displayed exhibits of the fauna, flora and geology of the parks, and has also an interesting collection of native Indian relics and handiwork.

Golf

The Banff Springs Hotel golf course offers one of the finest, most perfectly balanced and most scientifically beautiful courses in the world for the enjoyment of our guests. The magnificent surroundings of mountain, river and forest also combine to give a setting of grandeur that is unrivalled anywhere. It is open to all visitors to Banff on payment of the very reasonable green fees. Clubs and balls may be rented from the professional in charge.

Animal Paddocks

The Animal Paddocks are just about a mile from town. Drive East (toward Calgary) on No. 1 Highway, past Becker's Bungalows, and you will see the Sign on the left side of Highway directing you to the Paddocks.

Fishing in the National Parks

There's some excellent Trout Fishing in the various lakes and streams in all the National Parks, and our suggestion is that you contact Nudd's Sport Shop in Banff for up-to-the-minute dope on conditions in the Banff-Lake Louise district, as, being fishermen themselves and in the business of catering to sportsmen, they keep on their toes and get the latest data. Eugene Nudd is Secretary-Treasurer of Banff Anglers Association, so can give you reliable, up-to-minute information.

Be sure to get your Fishing Licence. Do not overlook this important item. Licence Fees are as follows: \$2.25 for the season, or \$1.00 for two consecutive months. (This licence good in any Park where licence is required.)



NUDD'S SPORT SHOP

On Banff Avenue — Banff

For a full creel in the Banff area, we suggest that you drop in at Nudds Sport Shop and have a profitable chat with the boys. They can give you all the information on local fishing conditions, and if you wish, provide guides to take you to the lesser known spots where you'll get outstanding sport. Plus that, they have a stock of fishing tackle that will make your heart sing, everything from flies to super-automatic reels, and all at prices that won't shatter your pocket book. If you are interest in real "Huron Indian" Slipper, made by the Company in Quebec who made the Indian Slippers given to Queen Elizabeth on her recent Canadian Tour, they have exact replicas of these for sale, in very limited quantities.

A fine line of Quality Luggage is also carried in stock.



GOIN'

FISHING? - - - RIDING? - - - HUNTING? - - - CAMPING?

Take along a few cans of

BULMAN'S DEHYDRATED VEGETABLES

Light to pack - - - Easy to store

Ask the nearest grocer for these tasty vegetables.

Enjoy Magnificent Lake Louise
from

DEER LODGE



Here you will find a Western atmosphere and home-like hospitality awaiting you. You will enjoy the rustic rotunda, with its hand-hewn log construction, huge open fire and Stoney Indian decorations. We specialize in home cooking and engage all white help. Log Cabin Cafe adjoins Lodge and special low-priced meals are served at regular hours. Afternoon teas are served on sun porch daily. The Souvenir Shop, situated in the Lodge, has an inviting display of English China, Indian Crafts, Photographs and Photographic Supplies. Our trained staff will gladly assist you to plan your holiday to the best advantage. Pony trips may be made to Lakes in the Clouds, Victoria Glacier, Saddle Rock, etc.

RATES PER DAY (European Plan)

Without Bath, single	\$3.50	With Bath, single	5.00 to 6.00
Without Bath, double	\$5.00 to 5.50	With Bath, double	7.00 to 8.00
Without Bath, twin beds	6.00	With Bath, twin beds	8.00 to 10.00

Our bus meets all trains.

Lake Louise

"This lake is God's best picture, that is why
He hung it on the mountains, in the sky.
He wished it near, that sometimes He might show
The Saints above His masterpiece below."



In our wanderings through the country we were fortunate enough to meet Miss Wilson and she told us the story of how her father, Tom Wilson, discovered this gem.

Tom Wilson, born in Bondhead, Ontario, in 1859, must have been imbued with a real spirit of adventure, for before he was twenty-one, and had the keys to the house, he had wandered as far afield as Fort Walsh, Alberta, and joined the North West Mounted Police. This career should have been exciting enough for anyone—but Tom heard that a survey party was being formed to find a pass through the Selkirk Mountains for a railroad line to the Pacific Coast—and thereupon proceeded to "buy" himself out of the Mounted Police (it being the custom in those days), and then joined Major Rogers' survey party, in May, 1881.

One evening, as they were camping at the junction of what are now the Pipestone and Bow Rivers, he heard the noise of snow slides in the distance, and asked an old Indian guide where the noise was coming from. The Indian told him that it was the snow falling off the big mountains back of the "Lake of Little Fishes." He tried to explain to

(Continued on next Page)

him how beautiful this lake was, and told him how it was a painting made by the Great Spirit for the Indians, saying "not like white man's painting—never fades." Wilson arranged to go with the Indian the next morning to see this wonderful sight, and they followed what is now known as Lake Louise Creek up to the lake. That morning, Lake Louise must have been in one of her best moods, for it was such a beautiful shade of emerald in color that Wilson immediately named it "Emerald." The lake is shown under that name on the first map of the district, made by Dr. Dawson in 1883. In 1884 the name was changed to "Lake Louise" in honour of Princess Louise, daughter of Queen Victoria.

MORaine LAKE AND VALLEY OF THE TEN PEAKS

A few miles to the south of Lake Louise is Moraine Lake, nestling in the Valley of the Ten Peaks. Along the north side of the lake stands a huge semi-circle of towering mountains, known as the Ten Peaks, and originally given the names of the ten emeralds of the Stoney Indian language.

The road to Moraine is off the main highway, about 1.2 miles from Lake Louise, where you turn right, and proceed to Moraine, 7½ miles. The road is narrow in spots, and is winding, but it is not dangerous. Take your time and you'll have no trouble. Road surface is gravel. A Picnic Shelter is situated a short distance from the lake, and is an ideal spot for a picnic.

MORaine LAKE LODGE, operated by the Canadian Pacific Railway, is beautifully situated on the shore of the lake. DeLuxe Accommodation is provided on the American Plan, and meals are also served to transient tourists.

LAKE LOUISE RAMBLES . . .

. . . There's plenty to do and see at Lake Louise, besides going into ecstasies about the lake itself, so why not plan to allow time for more than just the latter?

If you like walking, there's a lovely little gem of a lake . . . "Agnes" . . . set right in the heart of the peaks, which can be reached from Lake Louise over a good trail, 2½ miles of not-too-steep going, with plenty of shady resting places on the way. You'll not only see Lake Agnes, but also get wonderful views of Lake Louise, glistening hundreds of feet below.

Then there's the "Little Beehive" . . . so named because of the shape of this knoll, which is a bit further up the trail beyond Lake Agnes. From here you'll get an unexcelled view of Upper and Lower Bow Valley, Lake Agnes, Mirror Lake, Lake Louise and Victoria and Temple Glaciers. Marvellous for photography. To see the sun set from this point over these glittering lakes and mountains is a feast for the eyes and the soul.

There's refreshment places at both Lake Agnes and Little Beehive, and if you want a day's outing that isn't too strenuous, and is unbeatable scenically, try this one. You follow the path to the right around the lake shore until you come to the trail marked "Lake Agnes" where you turn off. You connect with the trail to "Little Beehive" half a mile from Lake Agnes. It is plainly marked.

RIDING: If you prefer to let "shanks mare" relax, you can find a couple of riding stables adjacent to the Lake, and do these trips the easy (?) way! There's also many more grand trails to ride around these parts, and the Guides at the Riding Stables will be only too glad to give you complete information.

Yoho National Park

Leaving Golden, B.C., you traverse the highway alongside the Kicking Horse River. This year (1954) there will be some construction out of Golden on the new Trans-Canada Highway section, for about seven miles. You will then reach a newly-paved section, which continues through to the Yoho National Park Gate, a distance of about ten miles. The Highway from the Gate to Lake Louise, whilst not paved, is nevertheless a good road, but there will be sections under construction between the Park Gate and Field.

Yoho National Park is foremost among the scenic mountain regions of British Columbia. Containing an area of 507 square miles, Yoho Park lies on the West slope of the Rockies, adjoining the Banff and Kootenay National Parks to the East, and presents contrasting scenes of rugged Alpine grandeur. Its majestic snow-capped peaks rise to tremendous heights, and its lakes, sparkling like jewels in emerald settings, are unbelievably beautiful in color. Surpassing all, however, is the splendour of its valleys, mantled with evergreens and hung with glaciers, down whose sheer walls foam rushing torrents or tumble high waterfalls.

The Yoho Valley is truly one of the wonder spots of the Rockies. "Yoho" is an Indian exclamation of wonder and delight, and "wonderful" is the expression of the traveller who sees it for the first time. Into this narrow valley, fourteen miles long and more than a mile deep, pour dozens of waterfalls, which drop from the serrated skyline to break in clouds of spray on the floor of the valley below. Takakkaw, the most noted of all these glittering cascades, has its source in the great Daly Icefield, 1,500 feet above the valley.

To reach Takakkaw Falls by road, you leave the Kicking Horse Trail near the junction of the Yoho and Kicking Horse Rivers. Two and a half miles up from Mt. Stephen Bungalow Camp the most exciting point in the drive is reached at the "switchback" where the road zig-zags up the face of the mountain in a series of sharp turns, high above the rushing Yoho River. This Highline Trail, reached from the Yoho Valley, and constructed more than 3,000 feet above the floor of the valley, provides magnificent panoramas of the peaks, icefields and glaciers of the region.

Emerald Lake owes much of its beauty to the apparently peculiar colour of its waters and the charm of its thickly wooded shores. The water is of a prevailing emerald hue.

Wapta Lake, a beautiful sheet of water just west of the Great Divide, so called because here a stream from the South divides, one-half flowing East by way of Bow River to Hudson Bay and the Atlantic, and the other by way of the Kicking Horse River and Columbia River to the Pacific. A monument placed in the angle formed by the dividing waters commemorates the exploration work of Sir James Hector, the discover of the Pass, who met with a bad accident caused through being kicked by a horse, and for whom "Kicking Horse River" was named.

The "Natural Bridge", a rocky causeway underneath which the Kicking Horse River forces its way, passing into the lower canyon, —a gorge about 100 ft. deep—is 2½ miles West of Field, and is one of Nature's masterpieces. All in all—you'll do well to allow time aplenty for doing "Yoho Park"!

Accommodation in the Yoho Valley

A Bungalow Camp, operated on the American Plan, by the Canadian Pacific Railway, situated at Emerald Lake.

There are also Bungalow Camps at Lake Wapta, Lake O'Hara, Yoho Valley and Twin Falls, operated by Brewster-Ford Lodges Ltd. Reservations may be made through their Head Office in Banff, or directly to Camps.

DON'T MISS SEEING . . .

"THE FAMOUS SPIRAL TUNNELS" . . .

. . . and your best viewpoint in our opinion is that at the "KICKING HORSE TEA ROOM", 10-miles West of Lake Louise, on the Trans-Canada Highway, in Yoho National Park.

Prior to 1908 Hector and Field stations were separated by such extreme grades that four locomotives were required to haul a trainload of freight over this section. For about three miles a grade of 4.5 percent prevailed . . . ten times the maximum gradient normally permitted on heavy prairie work. By the construction of these Spiral Tunnels this grade was reduced to 2.2 percent. The two tunnels are a perfect maze, for the railway doubles itself twice and forms a rough figure "8" in shape. When the train is run in two sections, passengers are able to see the other section making its way up "the big grade" at a higher or lower level.

You can get Souvenir Postcards showing Tunnels in detail, at the Tea Room, after you've seen the tunnels yourself. And — hear the story of how "The Kicking Horse Canyon" got its name.

Almost forgot to mention that you can get Teas and light Meals here during Tourist Season.

COLUMBIA ICEFIELDS AND CHALET



Columbia Icefield Chalet, owned and operated by the Brewster Transport Co., is beautifully situated at the foot of Athabasca Glacier, at an altitude of 6,525 feet. The Chalet is fully modern, and comfortably furnished rooms, with or without bath, are available on American Plan.

The design and rustic furniture of the spacious lobby are in unique harmony with the surroundings.

The Dining-room, seating 150 persons, faces the Glacier and especially large windows afford a magnificent view of Mt. Athabasca and the Snow Dome. Visitors will find the Chalet the most convenient stopping place either for meals or lodging on the new highway.

Season: June 15th to Sept. 15th

For Reservations Apply

Columbia Icefield Chalet

BREWSTER TRANSPORT CO.

Banff, Alta.

The

Banff-Jasper
and
Columbia Ice-Field
HIGHWAY

Swing low between the peaks
where every turn presents a

**NEW MAGNIFICENT
SCENIC THRILL**



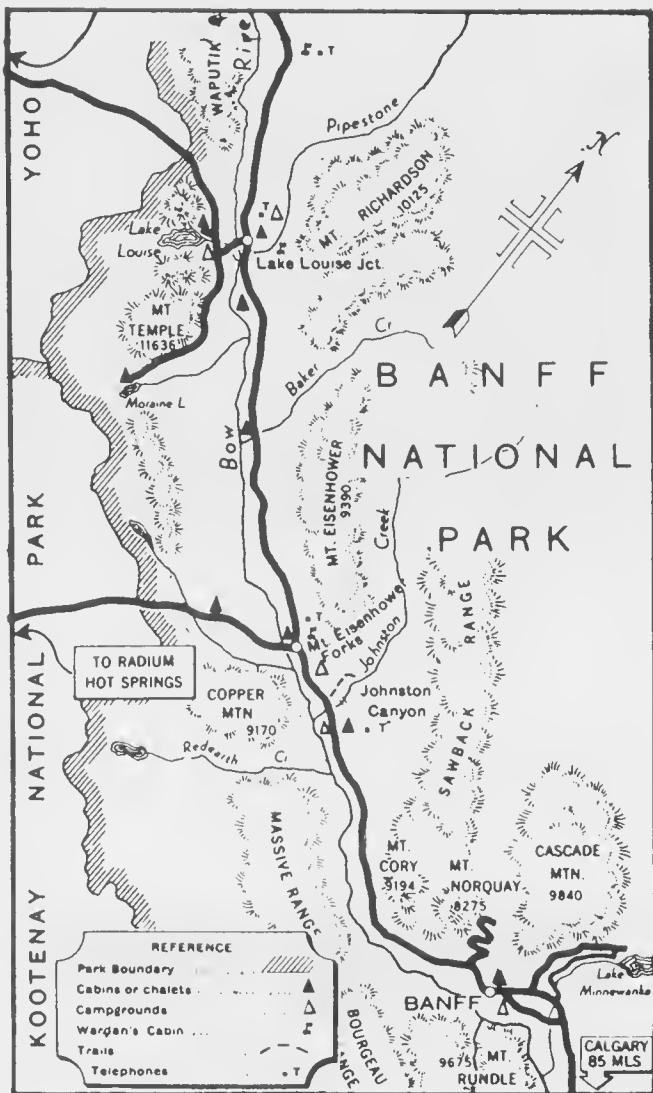
The following list of places of interest and accompanying
maps are published through the courtesy of the



Legislative Buildings

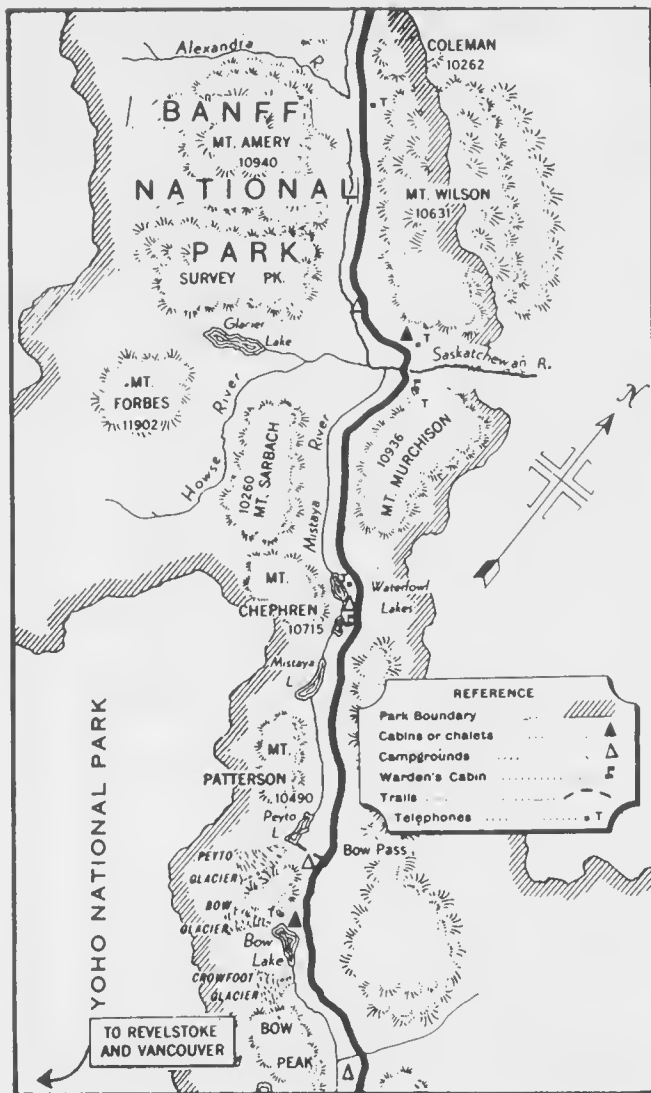


Edmonton, Alberta



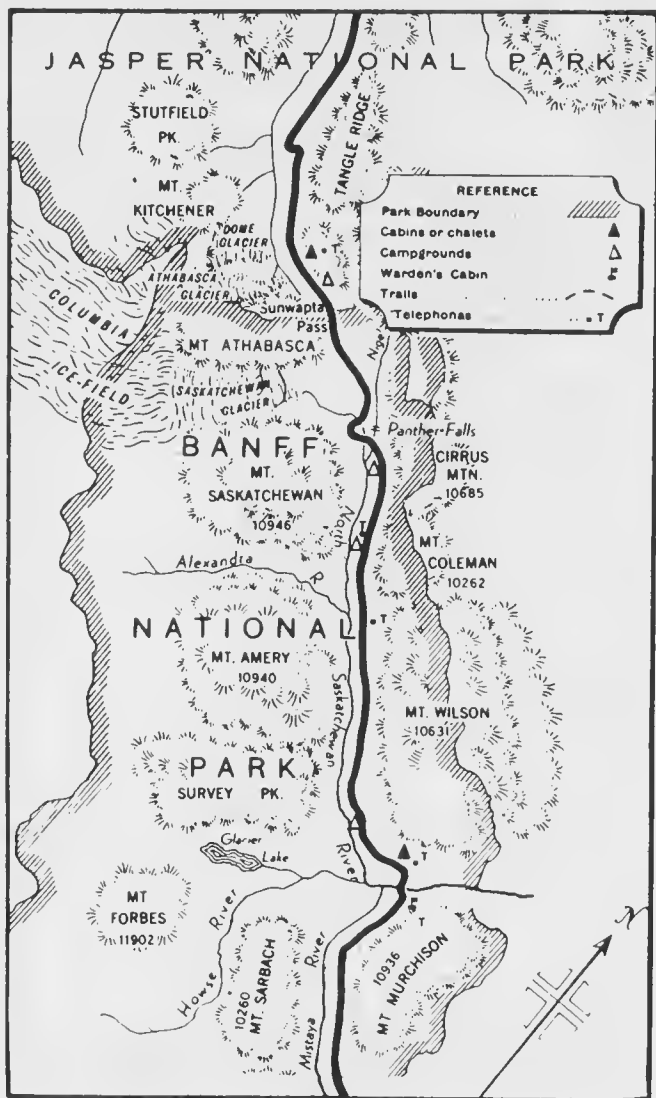
THE BANFF - JASPER HIGHWAY

Miles from Banff (read down)	(Banff to Lake Louise Junction Section)	Miles from Jasper (read up)
	Points of Interest *Ideal Points for Photography	
0.0	BANFF TOWNSITE (4,538'). Headquarters, Banff National Park. Information Bureau. Hotels, bungalows and public camp ground. Mineral hot springs pools.	184.5
1.5	JUNCTION, STONEY MT. DRIVE. Ascends Stoney Squaw Mtn. to chairlift, 3½ miles.	183.2
1.5	FIRST VERMILION LAKE, south side of road.	183.0
2.5	*SECOND VERMILION LAKE. Sulphur Mtn. to south. Fine view of Mt. Rundle, 9,675'. Brook Trout.	182.0
3.0	BEAVER DAM AND LODGES at side of road.	181.5
3.5	THIRD VERMILION LAKE. Brook Trout.	181.0
4.5	PICNIC FIREPLACE, near north side of road.	180.0
5.0	BOURGEAU RANGE across valley to south.	179.5
6.9	AF-TON-RO (Evening Peace) View Point.	177.6
7.1	MASSIVE RANGE TO SOUTHWEST. Mounts Bourgeau, Massive, Brett, and Pilot.	177.4
8.0	HOLE-IN-THE-WALL in Mount Cory, to north.	176.5
11.3	REDEARTH CREEK VALLEY southward. Mt. Ball at head, Pilot Mtn. to left, Copper Mtn. to right.	171.2
16.2	JOHNSTON CREEK. Camp ground.	168.3
16.3	JOHNSTON CANYON. Accessible by trail. Bungalow, Tea Room, Service Station.	168.2
19.2	*MT. EISENHOWER. Resembles castle. Camp ground.	165.3
19.6	CANADIAN YOUTH HOSTEL, south of road.	164.9
19.6	WARDEN'S CABIN. Emergency telephone.	164.9
19.7	*MT. EISENHOWER FORKS. Bungalows, Service Station	164.8
28.5	BAKER CREEK. Good angling. Bungalows.	156.0
31.0	MOUNT TEMPLE (11,636 ft.) across valley.	153.5
35.8	BUNGALOWS and Service Station.	148.7
36.4	PIPESTONE RIVER and bridge.	148.1
36.4	CANADIAN YOUTH HOSTEL, north of highway.	148.1
36.5	LAKE LOUISE JUNCTION. Trans-Canada and Banff-Jasper Highways. Lake Louise, 3½ miles; Yoho National Park, 7 miles.	148.0



THE BANFF - JASPER HIGHWAY

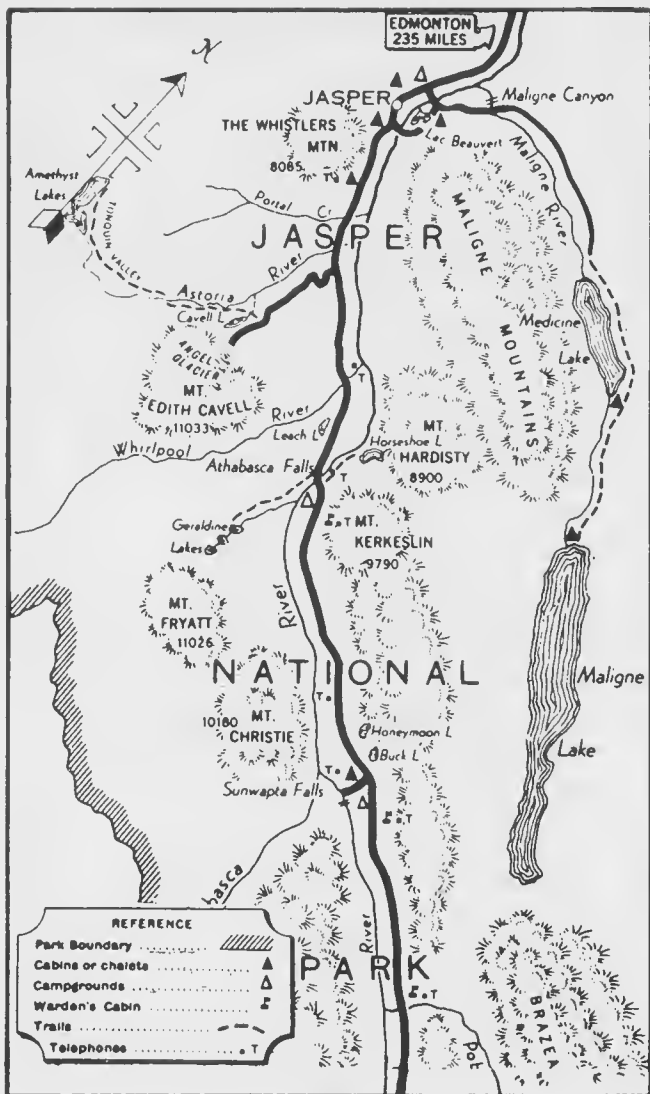
(Lake Louise Junction to Saskatchewan River Crossing)		
Miles from Banff (read down)	Points of Interest *Ideal Points for Photography	Miles from Jasper (read up)
36.6	LODGE and bungalows. Service Station.	147.9
36.8	INFORMATION BUREAU, phone and Warden's Cabin	147.7
39.8	HERBERT LAKE. View southward of Mt. Temp'e and Lake Louise region.	144.7
44.5	EMERGENCY TELEPHONE.	140.0
44.5	WAPUTIK PEAK to west. Mt. Hector to east.	140.0
48.5	*HECTOR LAKE VIEW POINT. Lake to the West.	136.0
52.8	MOSQUITO CREEK. Camp ground, Bow Peak to west. Youth Hostel.	131.7
57.7	*CROWFOOT GLACIER across valley to West.	126.8
59.0	*DOLOMITE PEAKS to east.	125.5
60.0	*BOW LAKE. Bow Glacier to west. Ang'ing.	124.5
61.1	LODGE and cabins. Emergency telephone.	123.5
63.4	WARDEN'S CABIN. Telephone.	121.3
63.5	BOW PASS SUMMIT (6,785'). Peyto Lookout, ¾ mile. Provides fine view of valley northward.	121.0
65.5	PEYTO GLACIER. Visible from Highway.	119.0
67.5	MT. PATTERSON across valley to west.	117.0
71.0	MT. NOYES to east. Silverhorn Creek.	113.5
74.0	UPPER WATERFOWL LAKE. Widening of Mistaya River. Emergency telephone outside Warden's Cabin.	110.5
74.5	MT. MURCHISON to north.	110.0
75.1	LOWER WATERFOWL LAKE. Camp ground. Rainbow and Cuthroat Trail	109.4
76.0	*MT. CHEPHREN dominates valley.	108.5
78.5	YOUTH HOSTEL, TOTEM CREEK.	107.5
80.0	KAUFMANN PEAKS to west across the valley.	104.5
81.0	MOUNT SARBACH to west across the valley.	103.5
83.5	*MISTAYA CANYON, 200' deep. Trail ½ mile.	101.0
85.5	MT. WILSON to north.	99.0
86.4	WARDEN'S CABIN. Emergency telephone.	98.1
86.5	SASKATCHEWAN RIVER CROSSING. Situated below the confluence of Howse, Mistaya, and North Saskatchewan Rivers. Mt. Outram westward. Lake Trout and Dolly Varden.	98.0



THE BANFF - JASPER HIGHWAY

(Saskatchewan River Crossing to Poboktan Creek Station)

Miles from Banff (read down)	Points of Interest *Ideal Points for Photography	Miles from Jasper (read up)
87.5	MT. WILSON. Bungalows, Service Station, telephone	97.0
97.0	MT. AMERY to west. Glacier on summit.	87.5
98.5	EMERGENCY TELEPHONE outside Warden's Cabin east of road. Confluence of Alexandra and North Saskatchewan Rivers. Youth Hostel.	86.0
101.5	MOUNT COLEMAN forms Eastern Wall of Valley.	83.0
102.5	CAMP GROUND, emergency telephone. Mt. Saskatchewan to west.	82.0
107.5	CAMP GROUND.	77.0
108.0	FOOT OF BIG HILL. Winding grade around ridge of Mount Athabasca.	76.5
110.5	PANTHER FALLS, 600' high.	74.0
113.5	SOUTH PEAKS, MOUNT ATHABASCA IN VIEW.	71.0
114.0	MOUNT ATHABASCA and Glaciers to west.	70.5
116.5	SUMMIT SUNWAPTA PASS 6,675 ft., Marks the Boundary between Banff and Jasper Parks.	68.0
118.5	INFORMATION BUREAU—Rest Rooms. Camp Grounds.	66.0
119.5	*COLUMBIA ICE-FIELD. Views of Athabasca Glacier, Mt. Athabasca and Snow Dome. Chalet, Service Station. Snowmobile trips on Athabasca Glacier.	65.0
122.5	*SUMMIT VIEWPOINT. Sunwapta Canyon, Mt. Kitchener and Snow Dome.	62.0
123.5	SUNWAPTA CANYON.	61.0
125.5	TANGLE CREEK. Near foot of grade which ascends lower slopes of Wilcox Peak.	60.0
127.0	*STUTFIELD GLACIER. Viewpoint.	57.5
129.5	BEUTY CREEK AND FALLS.	55.0
130.5	CANADIAN YOUTH HOSTEL.	54.0
136.7	JONAS CREEK. Picnic ground.	47.8
139.B	POBOKTAN CREEK. (Stoney Indian name for "Owl").	44.7



THE BANFF - JASPER HIGHWAY

Sunwapta Falls Junction to Jasper Section)

Miles from Banff (read down)	Points of Interest *Ideal Points for Photography	Miles from Jasper (read up)
150.5	*SUNWAPTA FALLS JUNCTION. Bungalows and Tea Room. Picnic Ground, 1/2 mile. Gas.	34.0
151.9	TRAIL TO BUCK LAKE, 200 yards. Angling. Brook Trout	32.6
152.3	TRAIL TO HONEYMOON LAKE, 300 yards. Rainbow trout. Picnic ground.	32.2
161.1	*ATHABASCA RIVER VIEWPOINT. Mts. Christie, Brussels and Fryatt. Rocky Mountain goat are frequently seen.	23.4
164.9	BUNGALOWS. Trail to Horseshoe Lake, 3 miles. Rainbow and Eastern Brook Trout.	19.6
165.0	*ATHABASCA FALLS. Picnic ground.	19.5
165.2	TRAIL TO GERALDINE LAKES, 6 miles. Angling. Rainbow Trout.	19.3
167.4	LEACH LAKE. Rainbow Trout. Picnic Ground	17.1
169.5	*WHIRLPOOL RIVER CROSSING. Fine view of Mount Kerkesslin to the southeast.	14.6
170.6	VALLEY OF CROOKED TREES. Lodgepole pines bent by avalanche.	13.9
171.2	CONFLUENCE, Whirlpool and Athabasca Rivers.	13.3
176.2	JUNCTION, MT. EDITH CAVELL ROAD. Angel Glacier, 9 miles. Tea room. 7 1/2 miles to start of Trail to Tonquin Valley. 8 miles to Canadian Youth Hostel Unit.	8.3
176.3	*ASTORIA RIVER, drains Amethyst Lakes.	8.2
178.2	PORTAL CREEK.	6.3
180.3	WHISTLERS CREEK. Bungalows.	4.2
182.8	BUNGALOWS.	1.7
183.4	MIETTE RIVER. Confluence of Athabasca River.	1.1
183.5	BUNGALOWS.	1.0
183.9	JUNCTION with road to Athabasca River, Old Fort Point and Lac Beauvert Loop, 2 miles.	0.6
184.5	*JASPER TOWNSITE (3,472'). Headquarters, Jasper National Park. Information Bureau, outdoor heated swimming pool, tennis courts, hotels, bungalows, camp ground. Miette Hot Springs, 38 miles.	0.0



In the Good Old Days!

We wonder whether you folks who whiz along the Banff-Jasper Highway, seeing the country through the well-known windshield, ever stop to think about the people who pioneered it?

JAMES SIMPSON, SR.

To us, "atmosphere" means a lot more than just good old fresh air, as we travel along. Although, mind you, we have about the freshest fresh air in the world up here in the Rockies! But to us, imbibing the atmosphere of the country means getting to know—really know—the people who have helped to make it. To sit at night in front of a fireplace, and listen to stories of older days—that's "Atmosphere".

Jimmie Simpson came to **Bow Lake** over fifty years ago, and cut many of the first trails through the country where Banff-Jasper Highway now goes. Over fifty years ago he took Sir James Outram over the Columbia Icefields—the first man to make that ascent! He took the first pack-train over the Glaciers into Jasper! Long before a highway was ever dreamed of, Jimmie was busy trapping marten, wolverine, mink, ermine, and bear all through the country. As the years rolled on—he built himself a cabin of hand-peeled logs, packing in the fittings such as doors, windows and flooring over the swamps from Lake Louise. And to his cabin, in 1917, he brought "Mrs. Jimmie", a rare addition to any home.

Mr. and Mrs. "Jimmie" didn't make mouse traps—but nevertheless, their fame soon spread abroad—and their little home on Bow Lake soon became the rendezvous for many famous painters and climbers. Their guest register reads like a veritable "Who's Who" of America, England and many other countries!

Soon tepees became outmoded—and new cabins were added—and with the completion of the new highway, they built the lovely "**Num-Ti-Jah Lodge**" (an Indian name meaning "Canadian Sable")—from whose door you get an exquisite view of four mighty glaciers—Bow—St. Nicholas—Crowfoot and Hector. Be sure to call on your way to or from Jasper.



Num - Ti - Jah Lodge

On the Shores of Beautiful Bow Lake
(24 Miles from Lake Louise Junction—on the Banff-Jasper Highway)

RIDING - FISHING - BOATING - ROCK and ICE CLIMBING

A Paradise for Artist, Botanist, Geologist or Photographer

FISH - BIG GAME HUNTING - CAMPING TRIPS

Under the Personal Supervision of Jimmie Simpson, Jr.

Rooms Overlooking Lake . . . Private Baths

. . . Cottages . . .

Best of Food - - Teas and Lunches



Write, Wire or Telephone for Reservations

Mr. and Mrs. J. Simpson

LAKE LOUISE, ALBERTA

A Bit About Jasper Park

4,200 Square Miles of Scenic Wonderland



Much has been written about Jasper National Park, but for some reason or other it still doesn't seem as well known as Banff and Lake Louise areas, which is a pity, for in our opinion everyone who comes to the Rockies should see Jasper Park. It's superb!

More than any other part of the Rocky Mountains, that section of them which is enclosed by the boundaries of Jasper National Park has been identified with the colorful and romantic history of Western Canada. The name of the Park perpetuates the memory of Jasper Hawes, an old servant of the Northwest Trading Company, whose Post stood near the site of the present Town of Jasper.

It was one of the rich fur domains for which the Hudson Bay Company and the Northwest Company fought bitterly early in the nineteenth century. Then traders and trappers, voyageurs and explorers, missionary priests and pagan Indians moved in procession up and down the Athabaska Trail which cuts through the heart of Jasper today. At a tiny lake almost on the crest of the watershed of the Whirlpool River, west and east bound brigades met, exchanged goods, toasted each other's health in a keg of rum and returned along their separate paths. This meeting place became known as the Committee Punch Bowl. Surely, as the "Brigade of '54" pause a moment in passing, the spirits must look down and smile as their old trails are traversed by voyageurs in V-8's and pagans in Pontiacs!

Jasper is a little town nestling in the Athabaska Valley, where the mountains stand quietly back and leave you with a sense of your own importance. It has acquired all the amenities of modern life without sacrificing friendliness to commercialization. Trading Posts have given way to modern shops which stock everything you could possibly need . . . and some things you don't need but won't be able to resist. Several delightful Bungalow Camps, a few minutes' drive from town . . . a couple of downtown Hotels . . . and really good rooms in Tourist Homes put a holiday roof over the heads of the rich . . . the not-so-rich . . . and "just us". Meals are along the same lines, running the gamut from the Neons and Noodles of the Coffee Counter to the candlelight and caviar of the Jasper Park Lodge Dining room!

And—there is the lovely Jasper Park Lodge—the famed resort operated by the Canadian National Railways. The peacefulness of Jasper Park Lodge is hard to describe, but it is something rarely found in a Tourist resort. Flower-filled gardens . . . green, green lawns . . . cozy bungalows . . . exquisite comfort . . . all on the shores of Lac Beauvert, a shining span of lake especially placed to mirror the reflections of Mount Edith Cavell and Pyramid Mountains, and within practically a stone's throw . . . such gems as Lake Annette, Lake Mildred and Lake Edith, the colour of whose waters will leave you amazed.

Time-filling trips abound—to Mount Edith Cavell with its Angel of the Glaciers—to the "jewel" of the Rockies . . . Pyramid Mountain, reflected in Pyramid Lake—to Miette Hot Springs by way of "The Game Trail", so named because you usually see plenty of Moose, Deer, Elk, Bear, etc., especially in the evenings.

Don't overlook, either, the motor trip to the Mount Robson area. It's a treat. And, if you want to stop overnight or longer, or do the wonder-filled trip to Berg Lake, at the base of Mount Robson, you'll be well taken care of at the Ranch operated by Hargreaves and Chesser at Mount Robson, and they will take you to their Berg Lake Camp. You can get all the details as to reservations by writing direct, or by enquiring at the Canadian National Railway Station at Jasper.

Jasper is also the setting-off point for the Maligne Lake trip—one of the finest offered in the Rockies. You can find complete information on this in the following pages.

*Oh yes, Jasper may not have been quite as well publicized as other Parks, but it definitely has quite as many scenic wonders as any part of the Rockies, and to those of you who are coming out West to really "SEE" the Canadian Rockies, Jasper is a "MUST"—or you'll miss half of them!

SWIMMING POOL and TENNIS COURTS in JASPER

Jasper has one of the finest Swimming Pools on the Continent! The pool is outdoors, with water heated to around 70° F. and is 50 Metres long by 42 feet wide, depth at shallow end 2 ft. 6 ins., and 15 feet at deep end. There are 4 diving boards of varied sizes. The pool is equipped with underwater lighting as well as flood lights around the edge.

There are six new tennis courts adjacent to the swimming pool. The surface on these courts is of red shale.

Like Bread with that "Home-made" Flavor? . . .

So do we, hence we're mentioning in passing that Bill Wightman of the Jasper Park Bakery turns out a mighty nice loaf of bread—just about as "homey" as anything you ever tasted. There's been no cut in quality—and this applies to the cakes, cookies and all the goodies they sell. On the main street—you can't miss it.

Jasper's Newest Restaurant

. . . will be the one opening in June this year in the Canadian National Railway Station in Jasper.

A new and modern lunch counter has been installed in the restaurant at Jasper Station, with increased seating capacity, affording better service for those in a hurry.

The quiet Dining Room will continue to cater to those of you who want a more leisurely type of meal.

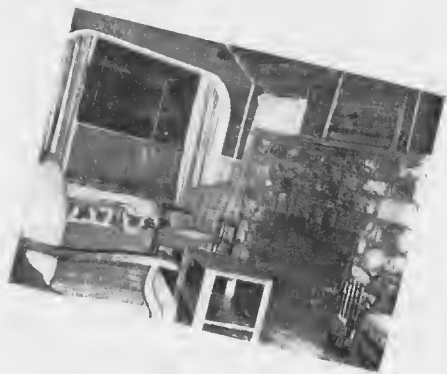
Whichever you choose, we can assure you of good food, tastefully prepared and courteously served.

To ensure the best possible service in the Restaurant Lunch Counter, try to get in for meals when trains are not in. This is easy in Jasper, because trains don't arrive at usual meal hours. Insofar as the Dining Room is concerned, it is a little more expensive than the Counter, but you can enjoy a delicious meal at any time, quietly.

Don't forget where it is — at the C.N.R. Station at Jasper. Plenty of parking space available.

A Pleasurable Place

Jasper's Newest Bungalow



- De Luxe Bungalows
Accommodating from one to six people.
- Stone Fireplaces
Spacious Living Room
- Modern Bathrooms
- Interiors
finished in Knotty Pine and Cedar.
- The Finest of beds.
- Fully Equipped for Housekeeping.
- Panel Ray Heating
- Maid Service
- Refrigerators
- Rates
Bungalows:
from \$8.00 per day
depending upon number of occupants.
Chalet From:
\$6.00 Daily, Double.

The Closest Accomodation to Town.

● *Tekarra Lodge*

and Lodge Accomodation

For Your Dining Pleasure . . .

. . . tasty home-cooked foods appetizingly served to you in the cheery atmosphere of our new Chalet Dining Room.

For Fireside Yarning . . .

. . . whether it be in the cool of the evening, or a rainy day (we do get them occasionally!) The scrumptious lounge in the Chalet with its huge fireplace, and scads of lazy chairs, is yours for the telling of tall tales. Whether they be of the fish you almost landed, the bear that pinched your breakfast, or the moose that had a crush on Aunt Minnie, it's an atmosphere that makes the telling pleasant . . . and if you're the type that's glued to your pack of cards . . . it's the perfect spot for a rubber of bridge.

Your Holiday Headquarters . . .

. . . Tekarra Lodge, and the new Tekarra Chalet which offers alternative hotel accommodation are beautifully situated overlooking the Athabaska River, and is on the Banff-Jasper Highway, just half a mile south of Jasper.

Your hostess, Mrs. Brown, will look after your every comfort, and you are assured of courteous service.

For overnight, for a week, for a month, make this your holiday headquarters.

For Reservations . . .

Tekarra Lodge, Jasper, Alberta, or Traveller's Digest Tourist Bureau at Banff, Alberta.



Only Half a Mile from Jasper



Mount Edith Cavell

*"The Great
White
Mountain
of the
Crossing"*

This was the name given the beautiful white peak, the highest of all those dominating the Athabasca Valley, by the very

early travellers over the first transcontinental route through the Rockies of Canada.

Now it is known and revered throughout the world as the fitting memorial to the brave English girl, Nurse Edith Cavell, who died a martyr's death in the First Great War. The sublime beauty of this great peak, just over 10,000 feet high, is in every beautiful mountain vista in the Valley. It catches the last rays of the setting sun, while all the rest are grey; its snowy crown is mirrored in every lake, and only when you have seen this memorial mountain in all its moods, can you realize just why some wise Fate withheld its christening until someone worthy of its beauty could be found.

The motor road is eighteen miles of sweeping panoramic views of the entire Athabasca Valley, and when you enter the memorial valley itself, here is nature at its best. To the right lies the lovely jade green "Lake of Forgiveness", along whose shores can be found rare alpines, and the song of the hermit thrush can be heard in the trees. Across the Lake is "Mount Sorrow", and lying between is the winged "Glacier of the Angel".



Hudson's Bay Company Store at Jasper

The Home of the
FAMOUS HUDSON'S BAY
"POINT" BLANKETS

- English Woollen
- English China
- Jasper Souvenirs
- Sports Wear



Hudson's Bay Company.

INCORPORATED 27th MAY 1670.

The Athabaska Trail

My life is gliding downward; it speeds swifter to the day
When it shoots the last dark canyon to the Plains of Far-away.
But while its stream is running through the years that are to be,
The mighty voice of Canada will ever call to me.

I shall hear the roar of rivers where the rapids foam and tear,
I shall smell the virgin upland with its balsam-laden air,
And shall dream that I am riding down the winding woody vale,
With the packer and the packhorse on the Athabaska Trail.

I have passed the warden cities at the Eastern water-gate,
Where the hero and the martyr laid the corner-stone of State
The habitant, Coureour-bois—and hardy voyageur.
Where lives a breed more strong at need to venture or endure?

I have seen the gorge at Erie where the foaming waters run.
I have crossed the Inland Ocean, lying golden in the sun.
But the last and best and sweetest is the ride by hill and dale,
With the packer and the packhorse on the Athabaska Trail.

I'll dream again of fields of grain that stretch from sky to sky,
And the little prairie hamlets where the cars go roaring by.
Wooden hamlets as I saw them—noble cities still to be,
To girdle stately Canada with gems from sea to sea.

Mother of a mighty manhood, Land of glamour and of hope,
From the eastern sea-swept Islands to the sunny Western slope,
Ever more my heart is with you, ever more till life shall fail,
I'll be out with pack and packer on the Athabaska Trail.

ARTHUR CONAN DOYLE,

Jasper Park, Alberta, June 18th, 1914.



(This space contributed by Mr. and Mrs. H. Wightman, Jasper Park Bakery)

FISHING IN JASPER NATIONAL PARK

There's excellent Fishing on Troll or Fly for various specie of Trout in the many lakes and streams in Jasper Park . . . and the beauty of it is that in a good many cases you can drive right out to the lake and get in your boat and start fishing! Fishing is excellent in May, and June, and again in September and October, and is usually quite good in July and August, too.

It's always wise to check with the local fishing experts as to conditions before starting out—and in any event you'll want to hire a boat, and probably want Guide Service, so we are recommending you see Jack Raeside in Jasper. License Fees: \$1.00 for 2 months, \$2.25 for Season.



FISHERMEN!

For Expert
Advice on
Fishing
in
Jasper Park

See
**JACK
RAESIDE**

15 Years' Experience
on Jasper's Lakes.

"Quit Wishin' and Go Fishin'!"

Fishing Boats for Hire on the Following Lakes:

Caledonia	-	Celestine	-	Edith	-	Geraldene		
Mildred	-	Horseshoe	-	Leach	-	Marjorie	-	Patricia
Beaver	-	Hibernia	-	Trefoil				

See Us for Fishing Trips to Maligne Lake and Amethyst Lake in Tonquin Valley. First Class Guide and Outfitting Service.

"30 Boats on Lakes Adjacent to Jasper"

Exclusive Agent for:

THE FAMOUS McNALLY HAND TIED FLIES

Raeside Hardware & Electric

PHONE 97 — DAY or NIGHT

FISHING TACKLE FOR SALE - - - GUIDE SERVICE

CAMERACRAFT and HANDICRAFT

in Jasper

Whichever you are interested in, drop around and meet Harry Rowed and Ray O'Neill, in their delightful Shop in Jasper, which is located on Connaught Drive, almost directly across from the West end of the Canadian National Depot.

Of course they are interested in selling you something, but they aren't too "commercial", and do have a friendly interest in you as a visitor to this part of Canada. You'll find a wealth of hospitality combined with a knowledge of the country, which they'll be only too glad to pass along to you, whether you buy or not.

Both Harry and Ray rank righty among Photographers or Pictorialists of Distinction. Harry Rowed's work regularly appears in the major magazines, rotos and newspapers in Canada, the United States and Europe, both in picture and story, and his assignments have carried him from Coast to Coast in Canada and into the Arctic.

Cameracraft

The new FINISHING DEPARTMENT, modern and clean, specializes in quality processing of your valuable vacation films, and has a fine grain section keyed to the requirements of the serious amateurs. The stock of Film includes both Kodak and Ansco in color or black and white. Accessories important to mountain photography are stocked and any information regarding picture possibilities in Jasper Park will be gladly given. The Camera Department has the best of values in Imported Cameras and Binoculars.

For your collection items . . . or just souvenirs . . . you have a wonderful selection of scenic shots in black and white, or in permanent oils, each in a class of its own. Colouring is done by persons resident in the Rockies who appreciate the full colouring of our country. The selection of Colour Slides and Postcards covers Jasper, and Banff Parks, and has no peer in Canada. A wide range of VIEW MASTERS Reels are stocked.

Handicrafts

The search for the best in Canadian Handicraft goes on, and they have obtained a superb selection from many parts of Canada . . . Wood Carvings from the East . . . Ivory and Hooked Rugs from Newfoundland . . . famous "Tremblay" Mural Rugs . . . Gold Nugget Jewellery from the Yukon . . . fascinating Leathercrafts . . . Native Indian and Eskimo handicraft . . . Hand Woven skirts and ties, etc. And . . . they are Exclusive Jasper representatives for the famous "Glenayr Kitten" and LeRouet Sweaters, always popular gift items.

All in all, we of "The Traveller's Digest" think you'll be missing one of the best "shopping spots" in Jasper, if you don't drop in and "Browse Around"!

Harry Rowed, O'Neill & Associates, Ltd.

Cameracraft and Handicraft

Jasper Park, Canada

"Across from the C.N.R. Depot"

THE ATHABASCA HOTEL



As a base for the enjoyment of Jasper's famous scenic attractions, THE ATHABASCA offers many advantages. Guest rooms are completely and comfortably furnished. A pleasant and reasonably priced dining service is maintained. An experienced staff will help you plan your trips and organize daily motor excursions. They will also arrange for hiking, camping, fishing and riding parties.

SIGHTSEEING MOTOR DRIVES

ATHABASCA MOTOR TOURS LTD. operates from the Athabasca Hotel to every point of scenic interest. The starting point for all drives is the main entrance of the Athabasca Hotel. By personal request or telephone, arrangements may also be made for passengers to be called for at any other hotel or prearranged point in Jasper.

For Reservations and Further Information, Write to

The Athabasca Hotel

JASPER PARK

Don't Overlook . . .

. . . a visit to the fascinating Camera and Handicrafts shop of Harry Rowed, O'Neill and Associates, which is on the Main Street of Jasper, opposite the Railway Station. You'll find it well worth your time!

JASPER PARK LODGE

Nestling on the shores of beautiful Lac Beauvert, this lovely Resort is the ultimate. It has a refreshing and relaxing charm, seldom associated with tourist resorts. The peacefulness of the surroundings is hard to describe. Flower-filled gardens . . . velvety green lawns . . . cozy bungalows . . . exquisite comfort . . . plus all the amenities of holiday life. Heated Outdoor Swimming Pool—canoeing on Lac Beauvert—riding the many wooded trails—Dancing to the music of one of Canada's finest Orchestras—Tennis, etc. Golfing is unexcelled.

The Cuisine is typical of all Canadian National Hotels—leaving nothing to be desired. Rates are on the American Plan, from \$14.50 Single, \$24.00 Double, per day. Write or wire for reservations.

TOP FLIGHT GOLF

Among the guests at the Lodge last summer were a couple of keen golfers from Scotland. They spent most of their waking hours every day on the links. Good sturdy Presbyterians, they scrupulously denied themselves a game on the Sabbath, but they couldn't resist that course. They left their clubs behind but, after church in the morning, they set out to walk the fairways and greens from the first hole to the 18th, studying every trap and water hazard and working out Monday's strategy.

That's the way Jasper's famous course affects people. It's a championship course—6,700 yards, par 71—one of the finest on the continent. The hazards include the beautiful mountain terrain, which makes it hard to keep your eye on the ball, and sometimes a bear unconcernedly ambling over the grass, but they do not include strenuous climbs. It's a mountain course but a comfortable one.

It is laid out on the British principle, with the ninth hole farthest away from the club-house, but an additional three holes permit a nine-hole game, taking you back to the clubhouse with no cutting in.

Golf Week, culminating in the Totem Pole Tournament, attracts high-calibre players, both men and women, every year.

Expertly designed, perfectly groomed for 25 years, the Jasper course is a joy, to champions and duffers alike.

SWIMMING POOL

With guests of the Lodge the swimming pool ranks as one of the most popular attractions. Constantly changing crystal-clear glacial water, filtered and heated before entering the pool, adds to the pleasure of a dip and ensures sanitary freshness. In attendance is a competent swimming instructor, with whom arrangements can be made to take lessons in swimming and diving. The use of the pool is given free to guests of the Lodge, but a charge of 25c each is made for the rental of bathing suits. Dressing rooms are equipped with showers.

TENNIS

Four hard-surfaced courts are available to guests free of charge. Guests should bring their own racquets. Tennis balls are sold at the News Stand.

Table Tennis in the Recreation Room, Central Building.

BOATING

Canoeing on Lake Beauvert is a favored pastime. Boats and canoes are available for rent at 50 cents per hour.

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**ESSO & ESSO EXTRA
GASOLINES**



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Camp-Sites in Jasper National Park

COTTON CREEK: About 1 mile East of Jasper. Capacity 225 cars, 44 Trailers. Has Kitchens, Showers, Flush Toilets, Laundry, Electricity. Also Sports ground and equipment, outdoor film screen.

MIETTE HOT SPRINGS: 38 miles east of Jasper, via Pocaahontas. 50 cars, Kitchens, Flush Toilets, Electricity. Swimming in hot mineral springs pool.

POCAHONTAS: 20 cars; Kitchen, Outdoor Toilet, Washroom. (All have Water Piped on to Camp Grounds.)

Maligne Lake

MOUNTAIN CLIMBING

SUPERB SCENERY

FISHING

PHOTOGRAPHY

You haven't SEEN the grandeur of the Canadian Rockies until you've seen Maligne Lake. It's no use trying to tell you about it, there just aren't enough adjectives in the dictionary to describe the unbelievable beauty of Maligne. From the time you leave Jasper until you reach Rainbow Camp (a combined car and boat trip of about 30 miles) you'll really drool over the scenery.

Before the coming of the white man to the Rockies, the Stoney Indians used to call this lake "Chaba Imne" or "Lake of the Beavers". But by 1850 these animals had all but disappeared and the lovely lake, one of the most beautiful in all the world, lay forgotten. Henry McLeod, a railway surveyor, fought his way up the dreaded canyon and cut through the heavy timber to the shores of this smiling lake.

It lay almost forgotten until 1907, when Mrs. Schaeffer of Banff decided to hunt for this legendary lake, and made it the objective of an expedition. Her only map of the region was a rough sketch on a bit of brown paper, made by Sampson Beaver, a Stoney Indian who remembered visiting the lake when a small boy.

She was the first white person to see the wondrous and awesome beauty of Maligne Lake beyond the Narrows. Great glacier-hung peaks, thousands of feet high, rise abruptly from the very shores of the lake and encircle it on every side. Here the beauty of Lake Como and the grandeur of the Himalayas are united!

Here are Mrs. Schaffer's own words: "As we were rounding what we supposed to be our debarking point, there burst upon us that which all our little company agreed was the finest view any of us had ever beheld in the Rockies. This was a tremendous assertion, for we all knew many valleys in the mountains, and each of us counted his miles of travel through them by the thousands."

Nothing has changed scenically at Maligne—it's just as it was in its inception—but there's a couple of grand lodges up there now, where you can go and enjoy to the full the magnificence that is Maligne.

The Launch Trip up Maligne Lake is something no one should miss! And, if you like FISHING, you'll get excellent sport in Maligne and adjacent Lakes, and in the streams, for Speckled and Eastern Brook trout. Boats and guides are available.

For Information and Reservations at Maligne Contact:

MALIGNE TOURS LTD.

On Connaught Drive

—

Jasper, Alberta

Enchanting Maligne Lake



Photo by Harry Rowed.

**For fine Scenic Shots in Black and White or Permanent Oils, see
Harry Rowed, O'Neill & Associates, Ltd., Lovely Shop
opposite the C.N.R. Depot at Jasper.**

SUNSET MOTEL
and
TRAILER PARK
at
EDSON, ALBERTA

106 miles east of Jasper—128 miles west of Edmonton. "In the Heart of the Foothills Country".

This Court is coolly set in a grove of poplars, on Highway No. 16, at East Entrance to Edson, about half a mile from city centre, and is absolutely first-class accommodation.

Each Unit has combined living-room and kitchenette, with electric hot plate and dishes supplied. There is also a bedroom and private bathroom. A laundry room is available without charge for use of guests. Everything is kept in meticulous condition.

The rates are from \$4.00 to \$8.00 per day, depending upon number in party, which in our opinion is extremely reasonable for this type of Motel.

FISHING AND HUNTING: Edson is in the heart of some of Alberta's finest Fishing and Big Game Hunting country. For those of you who wish to holiday in the mountains and get some good Fishing, it's ideal headquarters. Jasper is less than three hours drive . . . Miette Hot Springs are about 70 miles to west (on way to Jasper). Sportsmen will find it tops for Hunting in season.

TRAILER PARK: There is a Trailer Park completely equipped, adjoining the court, at reasonable rates.

Reservations can be made by telephone, wire or letter to:

Sunset Motel and Trailer Park — Edson, Alberta

The Commodore Hotel and Cafe . . .

The Commodore Hotel and Cafe . . . which are on the Main Street in Edson, offer good Hotel accommodation in rooms with or without private baths, and there is a first-class Cafe in the Hotel.

Allen's Coffee Shop . . .

. . . at Entwistle, Alberta, on Highway No. 16. 65 miles west of Edmonton — 63 miles east of Edson — 171 miles east of Jasper.

This coffee shop is next to Imperial Oil Service Station, on Highway 16, at East entrance to Entwistle. It has Counter or Booth service, and they serve either full course meals, or usual sandwiches, pies, hamburgers, etc. Breakfast is served all morning hours . . . lunch from 12 till 2 p.m. and dinner from 5:00 to 7:00 p.m.

We found the food good . . . and the surroundings clean, which in itself is a good recommendation. Try it, won't you?

For Friendly Hospitality



The Macdonald

EDMONTON

You'll enjoy a pleasant and memorable stay at Canadian National's distinctive hotels. In Edmonton, The Macdonald has complete modern facilities, with 480 smart, spacious rooms. Rates from \$5. a day. European Plan.

At Jasper Enjoy a perfect holiday at Jasper Park Lodge, Showplace of the Canadian Rockies. The ideal mountain resort for golfing, fishing, riding, swimming or relaxing. Accommodation 650 guests. Rates \$15.50 per day, American Plan. Let Canadian National be your host. The excellent food and courteous service ensure a pleasant stay.



EDMONTON, ALBERTA

Altitude 2,182 ft.)

Population 186,000

Gateway to Jasper National Park and the Alaska Highway

More than 150 years ago, Fort Edmonton, a Hudson's Bay trading post, was built on a site a few miles from the city centre. Destroyed by Indians about 1807, Fort Edmonton was re-established in 1808, and in 1871 Edmonton was incorporated as a village. The year 1898 saw the Klondyke rush, and the overland trail of '98 swelled the population of the thriving town, and in 1904 corporation papers were drawn up for the "City of Edmonton". From that date to now, Edmonton has grown to a city of 186,000 population.

Long a leader in Canadian Aviation, Edmonton boasts a 750-acre Municipal Airport, with runways and buildings costing ten million dollars, while the \$100,000 Administration Building is headquarters for meteorology and control offices and an elaborate communications system which serves the North and West.

Edmonton might well be termed the front door to the Alaska Highway for this is where the Canadian section of the road really begins, and follows Northward to Grand Prairie, Dawson Creek and thence on to Peace River and Fort St. John and on up into Alaska.

Jasper Park, Canada's largest National Park, is but 240 miles from Edmonton, over a good gravel-surfaced highway, and from there Banff can be reached over the long, easy stretches of the Banff-Jasper Highway (185 miles).

ANOTHER OUTSTANDING COURT . . .

. . . the **CLOCK AUTO COURT** . . . on North Side of Jasper Highway, at 156th Street, in Edmonton.

Cottages have living room, bedroom, kitchen, ice box, bathroom, and accommodate up to four people in comfort, and one large unit accommodates six.

This is what we term a "Livable" Court. The living room is really comfortably furnished . . . kitchen has everything you require, and is large enough to work in with ease . . . and there's plenty cupboard and closet space.

In all, it's one of the finest Courts we have visited in our travels, and we're sure you'll enjoy it if you elect to stay here. You'll enjoy the rates, too!

How to Get There? Drive out West on Jasper Avenue to 156th St.—4 miles from City Centre—5 blocks from City Limits, or if coming in from Jasper, it's the first Court on left-hand side of Highway. For Reservations, write, wire, or phone:

(Telephone 84630)

Clock Auto Court — Edmonton

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If you can possibly do so, let us know a few days ahead as to time of arrival, so that we may have an opportunity to place your reservation.

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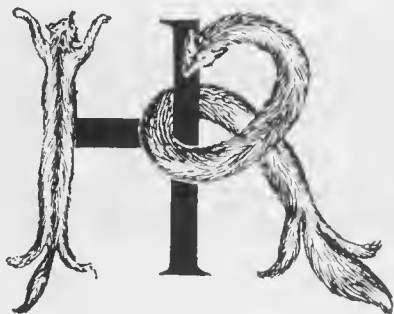


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EDMONTON



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Branch Shop . . Hotel Macdonald

In CALGARY . . 227 Seventh Avenue W.

ACCOMMODATION ON HIGHWAY No. 2 WETASKIWIN AUTO COURT . . .

. . . on No. 2 HIGHWAY AT WETASKIWIN



This Court has both Motel and Housekeeping Units, accommodating from two to five persons each. Motel Units are new and smartly designed, with a living room which converts into sleeping quarters by night by using the latest type of "Hide-Away" bed-chesterfield, plus a bedroom and three-piece tiled bathroom. Furnishings throughout are A-1.

Housekeeping units have Refrigerators, Gas Ranges and all kitchen facilities . . . a bedroom and a combined living room-kitchenette, with bed-chesterfield, and private bathroom. We have no hesitancy in recommending this Court. Look for the BIG NEON SIGN on highway.

"A Four-Star Court".

TRAILER SPACE - IMPERIAL "ESSO" PRODUCTS - MINOR REPAIRS

For Court Reservations, Contact:

Wetaskiwin Auto Court - Phone 201 - P.O. Box 414, Wetaskiwin, Alta.

FOR GOOD FOOD ON HIGHWAY No. 2 . . .

Here's a couple of good tips. There's a place called "BUD'S FINE FOODS" which is on the Main street in the town of Ponoka, between Red Deer and Edmonton, and they serve really excellent meals at most reasonable prices. You'll have to go off the main highway a couple of blocks into the town, but it is well worth your time.

In Red Deer, try the "PEACOCK INN", which is in the centre of town, less than half a block from highway. You'll have no trouble finding it. It's another good bet!

For the BEST in Accommodation in Red Deer, it's . . . THE HILL MOTEL

This is another new Motel and, in our opinion, the best that there is in Red Deer. It is situated on Highway No. 2, at the South Entrance to town, five blocks from the City Centre.

Each Unit has a Living Room with a Bed-Chesterfield, easy chairs . . . a Kitchen with Gas Range, plenty dishes and cooking things . . . a Bedroom and a Bathroom with Shower, Toilet and Basin. We are sure you will find this Court most pleasing and enjoy your stay here.

Wire or phone for your reservation:

THE HILL MOTEL — Telephone 2944 — RED DEER, ALBERTA

Calgary . . . In the Foothills of Sunny Alberta!

"EASTERN GATEWAY TO CANADA'S ROCKIES"

From a Mounted Police Fort in 1875, Calgary, at the junction of the Bow and Elbow Rivers, has grown into a thriving city of 95,000 people. Calgary, at 3,439 feet above sea level, is known as the Sunshine City, having more than 2,000 hours of sunshine annually. Visitors to Banff, Lake Louise, Jasper or Waterton will find it a desirable place to visit on their trip.

ST. GEORGE'S ISLAND: The youngsters will be thrilled with a visit to the Zoo here, where animals and birds from the four corners of the earth are housed, and the famous DINOSAUR DISPLAY will intrigue grown-ups and youngsters alike. Here, twenty life-size models of ancient life which roamed the earth sixty million years ago may be seen, including the "Thunder Lizard", a monster 75 feet in length and weighing some 40 tons. Other models include duck-bill dinosaurs and heavily armoured types, revealing a fascinating chapter of animal life in pre-historic days.

BOWNESS PARK: About eight miles west of the city, offers boating, swimming (and wading pool), dancing, etc., and a merry-go-round and amusement playground that will keep the kiddies occupied.

GOLF: Several excellent Golf Courses are available to visitors and information as to location, etc., can be secured from your Hotel or Motor Court.

TURNER VALLEY AND LEDUC OIL AND GAS FIELDS: If time permits, make a trip to either of these and see the great developments going on in these areas. The fields cover a large area and new wells are being drilled in various sections.

Cambourne Motor Court

5226 Macleod Trail

Calgary, Alberta



THE BEST IN THE WEST

DELUXE BUNGALOWS—FOR THOSE WHO
DESIRE THE BEST

HIGHWAY No. 2, SOUTH ENTRANCE TO CALGARY

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LETHBRIDGE

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And Coffee Shop

EMPRESS

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BANFF, ALBERTA

GRAND HOTEL

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EDMONTON

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And Coffee Shop

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Grand Union Hotel

And Coffee Shop

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Sylvan Lake Hotel

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BUFFALO HOTEL Coffee Shop and Banquet Room RED DEER	ALBERTA HOTEL And Dining Room VEGREVILLE	
CASCADE HOTEL DINING ROOM AND COFFEE SHOP A MODERN YEAR ROUND HOTEL BANFF, ALBERTA		
DOMINION HOTEL Opposite Palliser CALGARY	EMPIRE HOTEL Opposite C.P.R. CALGARY	
Newell Hotel and Coffee Shop BROOKS	Lacombe Hotel Coffee shop & Dining Room LACOMBE	PARK HOTEL and Coffee Shop RED DEER

Food and Shops in Calgary, Alberta

"Recommended by Duncan Hines"

Which is sufficient recommendation for anyone! The Tea Kettle Inn has been listed in "Adventures in Good Eating" for many years—and deservedly so.

The food is all cooked by women cooks—and well prepared in an immaculate kitchen. Everything is "good", and we especially like their breakfasts. Ranch-fresh eggs always—and delicious hot cakes.

We know you'll enjoy this Inn. Either spacious Counter or quiet Dining Room service.

Tea Kettle Inn

Seventh Avenue West

Opposite "The Bay"

Calgary

Proud Possessions

If your heart responds to the sight of Exquisite China and Delicate Crystal Ware, you won't want to overlook J. Vair Anderson's shop. You'll find some lovely pieces.

Lovely Gift items to take home, such as Figurines, Belleek China, and Souvenirs directly imported from England.

You'll enjoy a visit to this treasure house and be proud to become the possessor of some of these lovely pieces.

Right in the centre of the City, at 230 - 8th Avenue West, in Calgary.

THE FINEST STOCK OF

Fine Diamonds and Watches

China and Silverware

IN THE CANADIAN ROCKIES AREA

J. Vair Anderson

230 - 8th Avenue West

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A visit to Canada is incomplete without a visit
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GIGANTIC STAMPEDE PARADE — 10 a.m. July 5th, 1954

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A Delight for the Palate . . .

. . . a Treat for the Eye!

That seems to sum up our impression of the new "Royal Dining Room and Coffee Shop" in the lower floor of the New Royal Hotel in Calgary.

Certainly we have never dined in a nicer place, and seldom have we had better food. The prices were quite reasonable, too, we thought.

If you want somewhere quiet for your meals . . . and somewhere definitely "swish" for evening Dinner, try this.



During Stampede Week, the Indians gather in front of the Royal Hotel daily for judging for prizes for Best Dressed Indian.

A "Royal" Welcome Awaits You!

at the

Hotel Royal

IN THE HEART OF DOWNTOWN CALGARY

(8th Avenue and 2nd Street West)

Calgary, Alberta

Phone: M 9595

SPACIOUS BRIGHT AND HOMEY ROOMS

(With or Without Private Bath)

ROOMS EQUIPPED WITH RADIOS (FREE)

The atmosphere of friendliness and comfort means much to visitors "Royal" Guests find it here and appreciate our efforts to make Hotel-Living a pleasure worth while.

A. D. DAVIS, Managing Director

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We Specialize in
FINE ENGLISH CHINA
WORLD - FAMOUS

Wedgwood

Coalport • Doulton • Paragon

DINNER SETS * SERVICE PLATES * TEA SETS
FIGURINES * CRYSTAL * POTTERY

Connoisseurs and Lovers of Fine China will find
a visit to our shop interesting and enjoyable

Burrows China Ltd.

(Successors to Prudden's Ltd.)

117 - 8th Avenue West Calgary, Alberta

"Calgary's China and Gift Centre"

Ted McGregor

Importer of

WOMEN'S FINE CLOTHING

- **BRAEMAR SWEATERS**
- **JAEGER WOOLLENS**

CHESTER BARRIE SUITS and COATS
GLENTHISTLE TWEEDS

820 - 1st St. West Calgary, Alberta

"Around the Corner from Palliser Hotel"

Mount View Auto Court . . .

CALGARY, ALBERTA



Another nice Court about five minutes' drive from the centre of the City, out on the Banff Highway, at 1508 - 16th Avenue N.W., in Calgary.

There's Cottages of the de luxe type, furnished in natural maple, with a bedroom, large living room which has a well-type bed, comfortable lounge, easy chairs, etc., and kitchen with everything you need . . . from ironing board to gas cooking stove . . . and lots of cupboard space. Private bathroom with shower. These will accommodate up to six people.

Also smaller cottages, not quite so de luxe, but comfortable enough, and fully equipped for housekeeping. Hot water is thermostatically controlled.

For reservations: Phone, wire or write:

Mount View Auto Court

Mr. and Mrs. P. H. Bennett

1508 - 16th Ave. N.W., Calgary

Telephone 81120

Here's a Grand Little Shop . . .

. . . the "BLUE WINDOW GIFT SHOP . . . where Miss Winnifred Johnston has cleverly arranged stocks of very lovely China . . . Royal Doulton Figurines and Animals . . . Hummel Originals . . . English Bone China items, and dozens of other things that you'll enjoy for your own home, or as "take-home" gifts for friends and family.

Smart Hand-Woven Ties and Socks for the men . . . Ardele Lingerie . . . Hand-Woven Stoles and Costume Jewellery for the girls . . . and for the "littlest of all" the daintiest selection of Hand-Made Baby Wear you've ever seen!

There's delightful Gifts for everyone. And, a'most overlooked mentioning they have a complete line of Cards for all occasions.

Where is it: In the New Royal Hotel Building on 2nd Street West, between 7th and 8th Avenue. Right opposite the Hotel Wales sign.

BLUE WINDOW GIFT SHOP

ON YOUR WAY FROM BANFF STOP OVER AT



On Highway No. 1, 1¼ miles
West of Calgary City Limits
(On Road to Banff)

FOR RESERVATIONS: WIRE
or Phone 891111

Member A.M.A. and A.A.A.

This is a new Court, with an A-1 Rating. The Units are spacious, and have interior finish of Knotty Pine. The living rooms have wall to wall carpets, chesterfield, easy chairs, gas fireplace and a wall-type bed, which is quite comfortable. The kitchen is roomy enough to seat half a dozen at the table, and has gas range and all kitchen equipment, including smart pottery dishes. Private Bathroom with Shower, etc.

These units accommodate up to four people, but for larger parties, an adjoining bedroom with private bath can be made available. Insulation is good and soundproofs the units. A garage adjoins each one. A Quiet Court away from city traffic. Excellent "Drive-In" restaurant handy.

Graddell Motel, P.O. Box 197, Calgary, Phone 891111

Mr. and Mrs. C. P. Grad and Dorothy Grad

"One of Calgary's Newest . . . and Nicest"

THE SUNSET MOTEL

This new Motel is located adjacent to the Banff-Calgary Highway, No. 1, in what is known as the "Motel Village". If you look for its own sign as you enter Calgary from Banff, or the "Motel Village" sign if you are coming in from the East and going out toward Banff . . . you can't miss it. And . . . please don't confuse "Sunset" with the other Motel's in the Village, because this is another of our good recommendations.

There are ten units, with or without cooking facilities. Those with kitchen give you Gas Range, Refrigerator and all the prerequisites for good housekeeping. All units have the finest of beds with box springs, and "hotel" type mattress (either twin or double beds), which assures restful sleep. Furnishings throughout are of the best . . . and we guarantee the cleanliness.

Vic and Mil Bocking, your Host and Hostess, have been known to us for many years, and we are quite sure they will be as successful in their "tourist catering venture" as they have been in anything else they have tackled. For reservations: Telephone Calgary 892101, or write: SUNSET MOTEL . . . VIC AND MIL BOCKING . . . 2112 24th St. N.W., CALGARY.

Delectable foods .. in . . Delightful Surroundings



Air-Conditioned Dining Room

COFFEE COUNTER or CURB SERVICE

"Specialties"—FRIED CHICKEN and SIZZLING STEAKS

We invite you to Relax and Dine . . . and take your time

Special Note: Have your car completely "Serviced" at our Texaco Station while you dine.

Eamon's

Drive-Inn Restaurant

7 Miles
West of
Calgary
on the
Banff
Highway

Telephone 892005 for Reservations

"EAMON'S BUNGALOW CAMP"

"Western Canada's Finest" . . . 14 "Motel" units . . . wall-to-wall carpets . . . beautifully appointed living room . . . bedrooms with twin and double beds . . . bathroom with tub and shower . . . phone
Calgary 892005 for reservation.

Accommodation on Banff-Calgary Highway

Straw's Modern Cabins . . . at Canmore

Seventy miles west of Calgary, and 14 miles from Banff, Mr. and Mrs. John Straw have a first-class little camp, with cozy, fully modern cottages. Furnishings throughout are good—and there's a large kitchen with a top-rate stove and everything you need to set up housekeeping except the food. Private Bathroom with either tub or shower and plenty of hot water.

There are also a few rooms in the main house for rent at very reasonable rates.

It's only 14 miles from Banff—half an hour's drive over a hard-surfaced highway, with a good Cafe quite handy. At the rates charged here for this type of accommodation, you could do far worse than stay here and drive back and forth to Banff.

An Imperial Oil Service Station can take care of your car needs. For Reservations: Write P.O. Box 154, Canmore, Alta., or Phone Canmore 37.

STRAW'S MODERN CABINS

CANMORE, ALTA.

Cochrane Auto Court . . . at Cochrane

Twenty miles west of Calgary, on the highway to Banff, has nine large cottages, each with two bedrooms, a fully equipped housekeeping kitchen, private bathroom with shower, which accommodates four people, and two single cabins, with similar set-up, but only one bedroom, for two people. Rates are from \$4.00 to \$8.00 daily, and you will find everything clean and comfortable.

A Texaco Service Station under the same management can service your car while you rest—and several cafes in town will look after your "inner man" needs.

For Reservations: Phone Cochrane 31.

THE CAROLINA . . .

. . . is another delightful Dining spot in Calgary. It's quite new, and beautifully appointed throughout. Chicken dinners are exceptionally good, as are the Salads. We haven't tried anything else personally, but judging from what we have sampled, we imagine everything here will be of top quality.

The Carolina is on Centre Street, opposite the York Hotel, and is under the same Management as the Tea Kettle Inn which in itself is sufficient recommendation.

Goin' . . .

FISHING? - - - RIDING? - - - HUNTING? - - - CAMPING?

Take along a few cans of

BULMAN'S DEHYDRATED VEGETABLES

Light to pack - - - Easy to store

If your grocer cannot supply these tasty vegetables, write direct to us for them. We will send prices and details.

Bulmans Limited — Vernon, B.C.

Claresholm, Alberta

On No. 2 Highway, Midway between Banff and Glacier
80 Miles South of Calgary

"WHERE THE WHEATLAND MEETS THE RANGE"

Blue Bird Cabins



New and Fully Modern

Gas Heat and Private Bathrooms

On No. 2 Highway at North End of Town

Mr. and Mrs. F. B. Seymour, Owner-Managers

- Claresholm, Alta.

FOR A-1 TOURIST SERVICE . . .

. . . The Digest Suggests You Stop at . . .

HENSON MOTORS

MERCURY — LINCOLN — METEOR

Sales and Service

IMPERIAL ESSO SERVICE

on the Main Highway

CLARESHOLM, ALBERTA

Phone 57

Recommendations in Macleod, Alberta

In FORT MACLEOD . . .

The
Palomino

DINING ROOM

COFFEE COUNTER



FOOD FOR DISCRIMINATING TASTES



"MEALS TO REMEMBER"

Delicious Afternoon Tea Dainties

Breakfasts . . . With a Smile

A COOL AND TRANQUIL PLACE TO DINE

**FOR RESERVATIONS IN BANFF . . . JASPER . . . LAKE
LOUISE . . . CALGARY . . . WATERTON LAKES . . . Etc.**

Write, Wire, Telephone or Call at:

**THE TRAVELLER'S DIGEST
TOURIST BUREAU**

BANFF, ALBERTA

On Banff Avenue — At East Entrance to Town

Next Door to "Esso" Cascade Service Station

P.O. Box 535 — Mrs. D. Draper — Phone 26

We Invite You to Inspect Our Stock of

FINE ENGLISH CHINA

Spode & Coalport

DINNER SETS

COALPORT CHINA FLOWER GROUPS

One of the Most
Comprehensive Stocks in the West!

Consumers' Hardware & Supply

516-18 Third Avenue South
LETHBRIDGE, ALBERTA

A Home-like Atmosphere

THE ALEXANDRA HOTEL

Rooms with Bath from \$2.50 per Day

Rooms without Bath, from \$2.00 per Day

A Comfortable, Quiet Hotel in the Centre of Everything

On Fifth Street

Lethbridge, Alberta

MR. GEO. WYLIE, Manager

We cannot change yesterday,
That is quite clear,
Nor begin on tomorrow
Until it is here
So all that is left for you and for me
Is to make today as sweet as can be.
Anon.

HOURS OF SERVICE AT BORDER POINTS

CANADIAN OFFICE

ALBERTA

Wild Horse
Aden
Coutts
Del Bonita
Carway

Chief Mountain

Roosville

U.S. OFFICE

MONTANA

Havre
Whitlash
Sweet Grass
Del Bonita
Peigan

Chief Mountain

MONTANA

Eureka

Hours of Service

8 a.m. - 5 p.m.
8 a.m. - 5 p.m.
24 Hours Daily
8 a.m. - 5 p.m. (all year)
8 a.m. - 10 p.m. June 1-Sept. 30
8 a.m. - 6 p.m. Oct. 1-May 30
8 a.m. - 6 p.m. May 22-June 14

7 a.m. - 10 p.m. June 15-Sept. 15
8 a.m.-8 p.m. Daily except Fridays
15 June to Labor Day.
8 a.m.-6 p.m. Daily except Fri-
days after Labour Day to
14 June.
8 a.m.-11 p.m. Fridays
24 Hours—5 April to 30 Sept.
8 a.m.-12 p.m. 1 Oct. - 4 April
7 a.m.-11 a.m. 15 Apr. - 16 Oct.
(10 a.m.-6 p.m. balance year)
24 Hours Daily.

9 a.m.-5 p.m. Weekdays,
9 a.m.-1 p.m. Saturdays,
closed Sundays and Holidays
8 a.m.-12 p.m. Daily.
24 Hours - Daily.
8 a.m.-5 p.m. Weekdays
8 a.m.-1 p.m. Saturdays,
closed Sundays & U.S. Holidays
P.S.T. 7 a.m.-11 p.m. Daily
24 April to 25 Sept.
8 a.m.-11 p.m. Daily
26 Sept to 23 April.
8 a.m.-5 p.m. Weekdays.
9 a.m.-5 p.m. Sundays
& U.S. Holidays.
P.S.T. 8 a.m.-10 p.m. Daily
1 June to 30 Sept.
8 a.m.-10 p.m. Daily
1 Oct. to 31 May.
8 a.m.-12 p.m. Daily.
1 May to 15 Sept.
8 a.m. - 8 p.m. Daily
16 Sept. to 30 April.
8 a.m.-8 p.m. Daily.
8 a.m.-8 p.m. Daily.
8 a.m.-11 p.m. Daily.

BRITISH COLUMBIA

Boundary Bay
(Centre Road Office)

Boundary Bay
(Beach Road Office)

Pacific Highway
(Douglas Office)

Pacific Highway Office.....

Huntingdon

Aldergrove Office ..

Huntingdon Office ..

Keremeos
Nighthawk

Osoyoos
Oroville

Cascade City

Midway Office

Carson Office
Danville

Cascade City Office
Laurier

Trail, B.C.

Paterson Office

Waneta Office

Nelway Office
Metaline Falls

IDAHO

Kingsgate

Rykerts Office

Kingsgate Office
Eastport

Sydney
Anacortes

Victoria
Port Angeles

P.S.T. 7 a.m.-10 p.m. Daily
1 May to 15 Oct.
8 a.m.-6 p.m. Daily
15 Oct. to 30 April.
P.S.T. 7 a.m.-10 p.m. Daily.
9 a.m.-6 p.m. Daily.
Service as required.

NOTE: "P.S.T. denotes "Pacific Standard Time" and pertains to those areas where Daylight Saving Time is in effect in summer months or areas close to zones where Time Changes from "Pacific Standard Time" to "Mountain Standard".



WANTED
 BY THE ABOVE
MEL FENGSTAD
 AT THE



LETHBRIDGE, ALBERTA CANADA

YOU TO STOP!
 AT THIS LUXURIOUS MOTEL

All and anyone travelling in or around the described vicinity to stop in and say "How do"

Inspect our fine Motel, sleep in our restful beds so that you too will share with us the knowledge that **this is the best** and be able to speak with authority when recommending this fine Motel to your friends.

Forty-eight units, single and double beds, shower or tub . . . accommodation to serve everyone. A phone in your cabin, carpeted floors, and landscaping; you too will be as excited about this place as we are.

Lethbridge Phones:
 5701 - 5702 - 2660
 5991

TOURIST ATTRACTIONS IN AND AROUND LETHBRIDGE

Galt Gardens: In the heart of the City. Gurney Museum contains many wildlife specimens and historical relics.

Henderson Lake: At East end of 7th Avenue South. Swimming and picnicking. Dancing every Saturday during summer months.

Lions' Swimming Pool: Fifth Avenue and 16th St. North. Open-Air Swimming.

High Level Bridge. On the Canadian Pacific Railway at Western approach to City. It is over a mile long and 314 feet high, and is the longest and highest bridge of its type in the world.

Golf Courses: Lethbridge Country Club at river bottom South of City.

Green Fees: 50c for 9 holes, \$1.00 for over 9 holes.

Lethbridge Golf Club: South of Henderson Lake.

Green Fees: Week days—50c per day.

Sunday and Holidays—\$1.00 per day.

Waterton Lakes National Park

ALBERTA

WATERTON LAKES NATIONAL PARK is one of the most colourful and charming of Canada's Mountain Playgrounds. Situated in the southwest corner of Alberta, it lies along the eastern slope of the Rocky Mountains where they approach the International Boundary line, and contains an area of 220 square miles. The park also adjoins Glacier National Park in Montana, with which it forms the Waterton-Glacier International Peace Park.

An outstanding feature of the park is Upper Waterton Lake, from which the park takes its name. Seven miles long and nearly a mile wide, the lake occupies a deep trench between two high mountain ranges. From the northern end one may gaze down its entire length and admire the splendid peaks which rise from the water's edge. The lake is crossed by the International Boundary, and its beauties are thus shared both by Canada and the United States.

Things To Do At Waterton Lakes National Park

You'll find plenty to do at Waterton. If you want to Ride, the Pony Stands in the Park will see that you get the sort of horse that suits you, and you can either go off by yourself for a couple of hours or go on a Guided Trip for half a day or a day, to such beauty spots as Cameron Lake, Bertha Lake, Krypt Lake, or other organized daily trips. Wherever you go—you'll find lovely trails and even lovelier scenery!

The Fisherman won't be disappointed in Waterton Park, either, for we know of few places in the National Parks that can equal Waterton for fishing. Our advice is to go either to the Parks Administration office, or else to one of the shops selling fishing tackle, and talk it over with them as to where they are getting good catches. They'll give you the right dope—and you won't come back with an empty creel if you follow their suggestions!

Launch Trips on the Lake are very popular. Check with your Hotel or Auto Court about times they leave daily, and if you want something more exciting, get the information on the speed boat trips on the lake.

RECOMMENDED ACCOMMODATION IN WATERTON PARK

Prince of Wales Hotel: This fine Hostelry is operated by the Great Northern Railway. Situated high on a bluff overlooking the sweep of Waterton Lake and mountains. Rooms . . . Service . . . Cuisine . . . are typical of Resort Hotels operated by the big Railroads—the best available! For Reservations, write, wire or telephone: Prince of Wales Hotel—Waterton Lakes National Park.

Recommended Lodges, Hotels and Cafes in Waterton Lakes National Park



A Personal "DIGEST" Recommendation . . .

REEVES CABINS

WATERTON NATIONAL PARK

Delightfully situated on the main lake, three blocks south of Waterton townsite, with an excellent view, this Court offers 24 modern units, each with two bedrooms, living room and bathroom. (Two of the units have tub baths, others showers.) Nine of the cabins have light housekeeping equipment; others are motel type. Gas heating.

We have no hesitation in recommending this Court as being absolutely A-1 in Waterton. For Reservations, contact:

Reeves Cabins - Waterton National Park - Phone 32

A.A.A. and A.M.A. Appointments



Ballinacor Hotel: One of the best in Waterton. Rooms with private bath. Good Coffee Shop. In downtown area.



Crandell Lodge: Fully furnished Suites, with fireplace, private bath. Accommodate 2 to 6 persons. Well situated, and quite comfortable.



Kilmorey Lodge: A nice, homey sort of place. Excellent meals served in Dining Room. Kilmorey is on the lake Front . . . a quiet spot for rest.



Waterton Lakes Cafe: In Centre of Townsite. Good Food at Reasonable Prices. Also a Souvenir and Photographic shop here.

A DRIVE THROUGH NATURE'S VASTNESS THE COLEMAN — KANANASKIS ROAD

This new road was built by the Eastern Forest Conservation Board, primarily for Forestry Service but it is now open to the Tourist and Traveller, and offers a short-cut to BANFF and JASPER from the south-west part of Alberta, and a drive packed with thrilling mountain scenery, natural wilderness, picturesque camping spots and excellent fishing.

You enter the road at the Crowlodge Ranger Station on the outskirts of Coleman (elevation 4,500 feet). YOU MUST OBTAIN TRAVEL PERMIT from Ranger Station before going over the road. This Permit is free. There are no Service Stations, Resorts or Lodges on the drive but it is constantly patrolled by Forestry Service. There are excellent Camping Grounds at various points. The road is gravelled throughout and is wide enough for safety.

It is unquestionably one of Alberta's scenic gems . . . you can't believe it until you see it for yourself. Mountains tower above you . . . waterfalls drop sheer to provide photographic thrills . . . gorges are deep and rugged . . . and yet, near the Highwood Summit, which is the highest altitude over which the road passes and is also the highest section of engineered road in Canada, cattle graze in the meadows! Be sure to take your Fishing tackle, (and equally sure to get your License!), because you can have some real sport in the many streams and lakes up here.

As mentioned before, it's a short-cut to Banff . . . it joins the Banff Highway at Seebe, 31 miles east of Banff, making it a total of 171 miles from Coleman, which is a great saving in mileage for tourists coming through Southern Alberta, or Crow's Nest area.

RANGER STATIONS AT EITHER COLEMAN OR KANANASKIS WILL GIVE YOU COMPLETE DETAILS ON CAMPING AREAS, FISHING, ETC.

BE SURE YOUR GAS TANK IS FILLED . . . BE SURE TO PACK A PICNIC LUNCH!



Four miles west of Coleman, on Highway No. 3, this is one of the loveliest holiday spots you could imagine. Off the highway for quietness, with Crow's Nest Lake and River a stone's throw away, these rustically comfortable cottages with their interiors of polished logs, make for happy holidaying. Each has private bathroom with shower, etc., living room, one or two bedrooms and kitchen.

The fishing is tops . . . for Rainbow or Speckled Trout . . . within five minutes' drive of the Camp. Big Game Hunters will be well rewarded . . . it's fine Sheep, Goat and Deer country. Make the Camp headquarters . . . and holiday in the surrounding area.

Chinook Cabins - Mr. and Mrs. Kerr - Phone 1204, Coleman, Alta.

Opposite Royal Canadian Mounted Police Barracks,
Banff, Alberta

Garbert's Furs

Canada's Finest Furs



706 Centre Street

Calgary, Alberta

You Are Invited

to inspect our
UNUSUAL and HIGH-GRADE IMPORTATIONS
for MEN and WOMEN

- Harris Tweeds
- Cashmere Sweaters
- Imported Sportswear
- Daks Slacks
- English Argyle Socks
- Scotch Tweeds
- Cashmere Coats
- Goray Skirts
- Atkinson's Poplin Ties
- English Hand-made Gloves



Camel Hair Coats
Worsted, Tweed and Flannel Yardage
Burberry Coats



Kynoch Scarves, Etc,
Hand-woven Mohair Throws
Genuine English Blankets



The British Woollen Shop

(Howard Anderson)

BANFF

ALBERTA

In the Mount Royal Hotel Block